

**MASTER
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Author:

Borsodi, William

Title:

Grocery advertising

Place:

New York

Date:

[1910]

94-82146-6

MASTER NEGATIVE #

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BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS
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B642Borsodi, William, *ed.*

Grocery advertising; a collection of selling phrases, descriptions, and illustrated advertisements, as used by successful advertisers, to facilitate the expression of ideas and assist in the preparation of attractive advertising, ed. and comp. by William Borsodi. New York, The Advertisers' encyclopedia company [1910]

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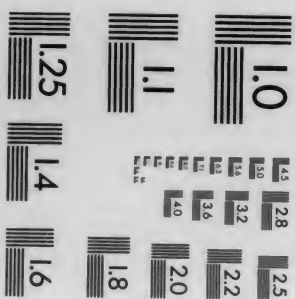
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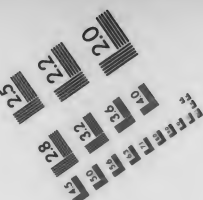
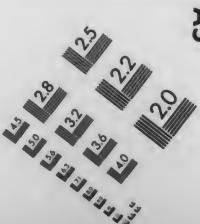
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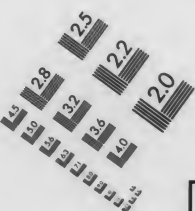
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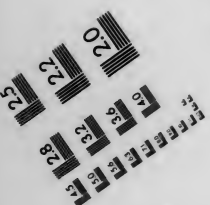
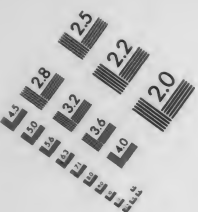
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GROCERY
ADVERTISING
BY
WILLIAM BORSODI

mn

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School of Business

Grocers Particularly Interested In **TRADE**

Window Dressing—Tips on
Buying and Selling—Advertising
Suggestions—Advice to Clerks—
Legal Advice and 28 pages of
good live business “stuff” particularly
interesting to grocers and general
merchants, are published in **TRADE**
every week.

One dollar per year.

It doesn't take a grocer long to
get his money's worth from
TRADE.

TRADE JOURNAL ASSOCIATION

Publishers of **TRADE**

171 W. Larned Street. Detroit. Mich.

THE TRADE REGISTER

Is acknowledged one of the best general weekly trade journals in the country, and it is so recognized from Atlantic to Pacific by Retailers, Wholesalers and Manufacturers who have read its columns during the past 17 years.

It is edited with Brains. It gives the Retailers the history and markets of the goods he sells. It tells him how to Display Goods; how to Advertise; how to Figure Costs and Profits, and is a *Real Money* maker for him.

\$ 2.00 a year

THE TRADE REGISTER,
SEATTLE, WASH.

G R O C E R Y ADVERTISING

A COLLECTION OF SELLING PHRASES,
DESCRIPTIONS, AND ILLUSTRATED
ADVERTISEMENTS AS USED BY
SUCCESSFUL ADVERTISERS

TO FACILITATE THE EXPRESSION
OF IDEAS AND ASSIST IN
THE PREPARATION OF
ATTRACTIVE ADVERTISING

EDITED AND COMPILED BY
WILLIAM BORSODI



PUBLISHED BY
THE ADVERTISERS' CYCLOPEDIA COMPANY
NEW YORK

Business

13 - 21766

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BY WILLIAM BORSODI

D. 253.5
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INTRODUCTION

ADVERTISING is the corner-stone upon which every great business in this modern age must be built.

Every up-to-date merchant recognizes the value of advertising as a business factor—few recognize the *possibilities* that may be realized by its proper use. More than a billion dollars is expended every year in the United States alone for publicity, and yet the science—for it is a science—is “still at the cock-crowing,” as Emerson says of civilization. No business is so small, no field so narrow, but that it may be expanded by intelligent advertising.

In every city may be seen many examples of what advertising has accomplished. The little store fifteen years ago located in some out-of-the-way street has become the large department store on the best corner. The shopkeeper who started ten years ago with \$100 and one clerk now has two hundred employes, and has amassed a fortune. Intelligent and persistent newspaper advertising has accomplished these wonders.

Thousands of brainy men are being paid handsome salaries to devote their talents to the study of this great question. Millions of dollars have been expended in experimenting—in determining the kind of advertising that brought results—that *paid*. The results of all this study and experimenting—the methods that have brought money in your line—are compiled in this book.

Not every merchant can be an *expert* advertiser, but all may be intelligent, profitable ad writers. Individuality in ad-writing is valuable, but to be able to prepare copy that *brings business* is more valuable. If Mr. Mason of Cairo has found that a certain ad in his newspaper brings him business, you may be practically certain that the same ad—or its essential idea—adapted to your line will bring trade to you, and you will find his ad in this book. *You don't have to be original* to be a successful advertiser.

Preparation of copy for the advertisement is the part that calls for the most experience. The technical knowledge of how to properly “set up” the ad can be supplied by the printer, though it is better if you know something of it. The small ad can be made more valuable if it has an individuality—

something that makes it unlike its neighbors. Next to the wording, this is the most important, and knowledge of the mechanical part of advertising makes this individuality more readily attained.

Scattered through this book are many phrases used in other lines than yours. They have been printed here because in every instance there is some thought or expression that you can make use of. These ads will show you that the best writers invariably make their language fit the article they are talking about—an important feature in ad-writing. Plain merchandise should be described in plain language, and high-grade and high-priced articles require high-grade talk. If you are seeking the patronage of farmers, don't use terms not familiar to the farmer. Study the descriptions or arguments used by others; study those of your competitors and of firms in other lines of business, and see how you could improve them.

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space—leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it *in spite of the price*.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar to every person in your vicinity.

There is no advertising like newspaper advertising, but the papers must be selected according to the class of people you wish to reach. Your location may make a difference with your choice of mediums. Work along the line of the least resistance; go first after the trade that will come easiest. Many of the people who should trade at your store you cannot reach in any other way than through the newspaper. The paper is run for your benefit as an advertiser. Take advantage of it.

Your newspaper can be made your most valuable partner. By its aid you may win success; without its assistance suc-

cess is doubtful. The money that goes to your newspaper is rarely an expense—it is an investment.

Don't expect that advertising alone will accomplish everything. No matter how attractive your announcement may be, no matter how great bargains you may offer, they must be backed up by good salesmanship and tasty store display. Your salesmen should familiarize themselves with the descriptions used in this book. No salesman can do justice to his position behind the counter unless he considers the personality of the customer and can talk intelligently of what he is selling. Do not try to sell an article unless you know all about it, and also know how to express your knowledge.

Advertising, like any other phase of your business, requires plenty of enthusiasm. Its possibilities are unlimited. If you are not an advertiser—if you are not an enthusiastic advertiser—you are not doing yourself and your business opportunity justice. Your wholesaler and your banker will confirm this.

Above all, it is the faithful, persistent advertiser who wins success. In the words of John Wanamaker: "If there is one enterprise on earth that a 'quitter' should leave alone it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins that he must spend money. Somebody must tell him, also, that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

GROCERIES

*To-day no credit comes to you
For being noble, wise or great;
The advertisers say it's due
Entirely to the foods you ate.*

—Washington Star.

Silver Moon Coffee will help to make your breakfast one of the pleasantest memories of the day. All who drink this coffee can not fail to appreciate it on account of its flavor and delightful aroma.—*Oliver Finne Co., Little Rock.*

♫Peeled Peaches. Handsome, bright, soft, mellow peaches, free from skin. They looked so good we couldn't resist buying all we could lay our hands upon. After we tried 'em, we were glad we secured them. Buy all you can use, they'll be gone in a jiffy.—*McCaffrey, Philadelphia, Pa.*

Our famous Mocha and Java Blend. More of our customers drinking it than any other one kind. Roasted fresh every day and blended by a man who knows how to blend coffee. Makes a rich, fragrant, strengthening coffee with a most delicious flavor.—*H. Jevne, Los Angeles.*

Coffee Knowledge. If we didn't know just how to roast coffee to a nicety we wouldn't have a coffee roaster. If we didn't know how to blend coffee perfectly we would hire someone who did. And if we didn't know that Alley's Fancy, roasted fresh daily, is the best coffee in New Bedford, we wouldn't tell you so.—*A. G. Alley, New Bedford.*

Cider Vinegar. The real thing. Clear as crystal, with a clean, clear-cut flavor that adds a zest to appetite. One of the most necessary of ingredients in the perfect mince pie. Not always to be had for the asking, but we make it a point to constantly carry it in stock. Send in your jug to-day before you forget it.—*O. C. Elwell, Portland, Me.*

Malt Wheat Biscuit. This is something entirely new. The most healthful and perhaps the most palatable health biscuit you've ever tasted. Had a couple of samples sent us, gave one to a lady to try. Reply was, that they were fine. They're ready to eat, just as they are. Call and try them—testing is the best way to judge.—*Gedney's, East Orange.*

Libby's Chicken Loaf.—A very desirable article, indeed, for luncheon or

picnic supplies. Fresh, dainty and deliciously flavored chicken, finely minced and delightfully spiced. Put up in convenient sized key-opening cans. Turn the key and an appetizing lunch is ready in an instant.—*McCaffrey's, Philadelphia.*

A man is what he feeds on. The better his food the better is the man who eats it. A man who wishes to be healthy will buy his foods where he knows he will get them pure and high grade, and our reputation for reliability in this line is unquestioned. Our canned goods are the best made; our cereals and foods are from the choicest kernels, and our fancy and staple goods are without a peer.—*J. S. Carver & Sons, Ogden, Utah.*

Potato chips, sliced thin, fried just right, and served while they are fresh and crisp, make a most appetizing addition to any meal. Our potato chips fulfill every requirement. We get them fresh from the frying pan; order only enough for immediate use; and so can guarantee their crispness and fine flavor. If you will only try our toothsome chips, you won't wonder why we sell so many of them week after week.—*Jas. H. Snow & Co., Bangor, Me.*

Good Mocha and Java Coffee.—Some grocers will mix any kind of coffee together and call it "Mocha and Java." Our policy is different. We buy the finest Mocha coffee we can get and we buy the finest Java. We roast it ourselves, skillfully, not over done so that all the goodness is cooked out of it, but just right. Then comes the blending, and upon the skill of the blending depends the final goodness of the coffee. Our Mocha and Java is blended by men who have had years of experience at it and blend it to your taste exactly. For this pure Mocha and Java coffee, roasted and blended and cared for with all this skill, we ask only 40c. the pound. How many times do you pay more than this for a coffee not half so good?—*H. Jevne, Los Angeles, Cal.*

GROCERIES

Soups All Prepared.—With a can of our good soups in the house, all ready to serve with heating, you'll be prepared for most every emergency. If company happens in, if you want something good to eat in a hurry or at any time when you want a delicious, appetizing soup, it's ready for you if you have one or two of these cans of prepared soups on your shelf. There's every variety and the soup could not be finer.—*H. Jevne, Los Angeles, Cal.*

Golden German Salad.—Not a salad dressing. It's a combination of vegetables and rich spices. A condiment that is especially pleasing to the palate, and very appetizing.—*Gedney's, West Orange, N. J.*

It's not hard to keep the family in good humor if you have good, wholesome things to eat. You can select a delightful lot of good things here. They are the nicest and best specialties of the season. The quality makes them a pleasure—our price makes them an economy.—*O. W. Johnson & Bros., Galesburg, Ill.*

Claret and Raspberry Shrubs.—Either of these charming fruit juices combined with ice water makes a beverage at once refreshing and stimulating, without any deleterious after effects. Being made from the true fruit and by reliable and trustworthy manufacturers, you can rest assured of their purity and wholesomeness.—*McCaffrey's, Philadelphia, Pa.*

"When the Frost Is On the Pumpkin."—Shorter days and longer nights now. Soon a nipping frost and the leaves will glow with crimson and gold. Then appetite, sharpened by the crisp, invigorating morning air, will plead for biscuits and smoking pancakes deluged in maple syrup.—*Austin, Nichols & Co., New York.*

An appetite for good things to eat is born in one. If that appetite is not properly cared for nothing will "taste right." With us you can find the best the grocery market affords.—*Comrie, Kenton, O.*

Do you enjoy your meals during the hot weather? There is no reason why you should not. Eat good fresh groceries and you will be all right—the kind we sell, for instance. Not a stale article finds its way into our store. Nothing is sold over our counters that is not just right in every respect.—*M. F. Delahant, Albany, N. Y.*

Our stock of pure, fresh foods were never so varied and complete as they are at this season. Every day large

shipments are being received of the new supplies—canned goods of all the choicest kinds, bottled delicacies, fresh new cereals and farinaceous foods, fruits and vegetables—everything that is most wholesome and nutritious. The quality is kept up to the high water mark and, as usual, we cut our retail prices down to the very smallest fraction of profit over actual cost. No grocery house in the world buys closer than we do and none can sell the same goods for so small a price. That is why all our customers, make a saving on every purchase, and every housekeeper who wants the best for the least money trades at one of our stores.—*James Butler, New York, N. Y.*

Cheap coffee is a poor investment. What is the use of drinking coffee unless you can do so with pleasure? Cheap coffees have that heavy muddy taste that will spoil any meal no matter how elaborate it would be. The difference between good coffee and cheap coffee is so great that we can't see how some people can buy some of the preparations masked as coffee.—*Lehman & Co., Trenton, N. J.*

Welcome Home Again.—Now that you're back from your vacations, from the seashore and the mountains, opening your houses for fall and winter, we take this early opportunity of again reminding our old customers and everybody else of the completeness of our store service and the price advantages to be gained by trading here. We can supply your table with the choicest of everything—groceries, meats, vegetables, bakery goods, fruit and fancy delicacies of all kinds, without any fancy prices. To those who are about to stock up their pantry, this list will prove a money saver.—*Alley's, New Bedford, Mass.*

Sweet pickles, sour pickles, chow-chow and onions—too many of 'em here and they're not selling as fast as we'd like.—*McCaffrey's, Philadelphia, Pa.*

Table grapes.—Red Emperors and Cornichons—sweet, juicy, highly flavored and delicious. Grown in the Santa Cruz mountains; hand assorted and repacked. Like most nice things, they are only found here. Order some—you'll be delighted.—*Ludwig & Matthews, Los Angeles, Cal.*

New buckwheat honey.—The first lot of buckwheat honey we've received this season, and it's very fancy, the finest quality we have had in years. That rich, dark, fine flavored, pure buckwheat honey that so many are fond of; fact is, many prefer the flavor to the white clover.—*Gedney's, East Orange, N. J.*

GROCERIES

The most fastidious epicure will here find everything suited to his taste, while the economical housewife will find every known brand of staple food at the lowest possible prices consistent with high quality. In fact, this grocery store of ours will more than hold up the well known high standard of the Simpson, Crawford Co.—*Simpson, Crawford Co., New York.*

Making Salads.—You can't make a good salad with poor Olive Oil. That's sure. And you can't be sure of getting good Olive Oil unless you buy at a store where only that kind is sold. Our Olive Oil is strictly pure, every drop. It is "first press"—the richest and best-flavored to be had—and works into the most delicious salad dressing you ever tasted.—*J. H. Snow & Co., Bangor, Me.*

"Sardines—All Kinds."—That means all good kinds. And then there are all sizes and all prices, so that we can fill any order for Sardines you may send us. The genuine French Sardines and the Domestic, and we have some California Sardines as fine as any we get from any place else. Sardines are delightful, cool food for summer, especially fine when you get such high quality as we carry. Plain Sardines, Sardines packed in truffles, vegetables, tomato sauce and mustard, and the splendid boneless sardines.—*H. Jevne, Los Angeles, Cal.*

Your boy or girl buys at any of our grocery stores with every assurance that they will receive the same fair and courteous attention that would be accorded to yourself. No expert knowledge is required when dealing with us. Our prices are always the lowest. Quality governs the price and price the quality. The dime or the dollar of a child will go as far and bring you as much value as the same amount in the hands of the wisest food expert. This absolute certainty of getting what you pay for (and saving money on every purchase) is one of the foundation stones on which James Butler has reared the largest, most popular and most satisfactory retail grocery business in the wide world.—*James Butler, New York, N. Y.*

Our lines of canned vegetables, jams, jellies and preserves are the finest put up in tins and glass in this country and Europe. We sell them in dozen lots at wholesale prices. You will find it eminently to your advantage to buy your fancy groceries from us in quantities.—*The Lathrop Company, Hartford.*

And said the "Golden Gate": "Not everyone cares for high-grade coffee; some prefer the cheap, rank kinds. Some

dealers prefer to handle bulk goods instead of coffee packed in aroma tight tins. I'm uniform in quality; I was aged in my native country; I'm smooth drinking—rich—aromatic; I'm full weight (honest). With all this in my favor I cannot fail to please. I'm 'sold on merit,' merit will win!"—*J. A. Folger & Co., San Francisco, Cal.*

Tea is a very healthful drink if properly made—and good tea. And it isn't necessary to pay an awful price for it. Some of the most particular tea drinkers declare that Montauk has a smooth, delicate, soothing, sweet, aromatic, just-strong-enough flavor that no other teas have and we sell it in great quantities at the regular price, which is much lower than the same quality can be purchased anywhere else. Other teas may be more expensive but we do not know of any better flavored. Carefully selected leaves, perfect blending, great care in packing cleanly, net weight pound boxes have made them the most favored teas in Brooklyn. No mail, telephone or hurry box orders filled. Teas sold tomorrow will be delivered during the week.—*Abraham & Straus, Brooklyn.*

The Japanese are the most persistent consumers of tea in the world. They drink it at all hours, in all circumstances and in great quantities. And they are, moreover, less afflicted with "nerves" than any other people on earth. Better still, tea drinking entirely destroys and annuls all craving for alcohol; a tea drinker is never a drunkard. Drink tea yourself, and give it to your children ad libitum. But always get the best. We carry pretty well every known variety of tea, and sell it very close to cost.—*Torraine, New Bedford, Mass.*

We want to see the people who are careful about the quality of their groceries. Whatever business we may build up we expect for it to stand upon merit. In buying we select only pure, wholesome goods, and if they are not just as we represent them to you, we will cheerfully take them back. On that basis we invite your trade.—*A. L. Young, Baraboo, Wis.*

A Little Talk About Butter. In buying butter there are just two things which have weight with the consumer—price and quality. Poor butter is expensive at any price. For a good article everybody is willing to pay a fair price. Our prices are not simply reasonable, they are extremely low. Our qualities are not merely fair, they are absolutely the best.—*Cobb, Bates & Yerza, Taunton, Mass.*

GROCERIES

Good coffee isn't accidental! You must make it from well cared for, well fed coffee beans that have been properly cleaned and knowingly roasted. For you can't make good coffee from improperly nourished, dirty and improperly roasted coffee beans. We secure our coffee from the best coffee plantations of the world. It is "upland" coffee, slowly grown in the clear, cool, pure air of the mountains. So that the coffee bean extracts to the full its rich fragrance and aromatic flavor from the bounteous soil. Seal Brand coffee is rich in the two brain nourishing and body building principals that make good coffee—Caffeine and Caffeone. And because it is well grown, well roasted coffee, there is no trace of any injurious ingredient usually found in poorly nurtured, improperly roasted cheap coffee. There is absolutely no injurious Caffeic. For Seal Brand coffee is certified coffee! It has behind it our guarantee for quality. It will make you a rich, nectar-like, health-giving beverage. It is all good coffee.—*Chase & Sanborn, Boston, Mass.*

Putting Up Pickles? Don't put them up in vinegar that you "guess" is good; use guaranteed good vinegar—the kind we sell. We've just gotten in a supply of extra choice pickling vinegar, both the pure cider and white wine varieties. It's ideal for pickling purposes, and will insure best results every time. We'd advise that you send us your jug early before this special "make" is all gone. Best of pickling spices are also an important part of our stock nowadays. State your needs.—*James H. Snow & Co., Bangor.*

People are impressed by the unusual—the best. And the public looks to this great grocery store for the good service we've promised—and are giving. Orders come from far-away Florida and from the good housekeepers at home.—*Gimbel Bros., Philadelphia, Pa.*

You or your neighbor may trade with us. If it's you, we have endeavored to please you at all times, both in quality and price; if your neighbor, ask them about our goods and service. We claim to have the best service of delivery in the city; the most alert, thorough and fastest clerks and butchers in the business. We give our customers the benefit of a wide experience in what we deem best for their interest. Give us some of your orders and we will prove to you that your trade is appreciated here.—*J. P. Cronin, Binghamton, N. Y.*

It's simply wonderful the way our grocery business has been increasing in volume during the past year. There can

be only one logical reason for the liberal increase of your patronage and that reason is the well known purity and cleanliness and wholesomeness of all food stuffs bought from our grocery department. If you are a customer the usual Saturday and Monday offers will be eagerly taken advantage of, if you are not a customer read these items offered. Sample them and if you do not find them better bargains than you ever bought elsewhere don't buy your groceries from us.—*McKelvey's, Youngstown, O.*

Wise, the grocer who harkens to Experience. Experience has taught us something about cheese. We had a good trade on domestic cheese when we sold only the Kessler brand. A combination of circumstances led us to put in cheese made elsewhere—and it didn't take our customers long to manifest their disapproval of the change. So we've made another change—back to Kessler. This is a delicious full cream cheese—and it is always the same. If you have used it—enough said. If you have not, take our word for it, you won't like any other cheese as well.—*S. F. Arnold & Co., Binghamton, N. Y.*

Our constant aim is to make this grocery a better one, a more desirable source of supply, an efficient aid to thrifty housewives. We aim at perfection in all details—in quality, price and service. If not already a customer, we solicit an opportunity to please you.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

If you would have fine groceries and save money be sure to get our October Grocery Catalogue. It is an index to all the best the world affords in eatables at the littlest possible prices. In spite of the fact that for these delicious and wholesome edibles the prices are the lowest, we are prouder of the quality than of the economy afforded.—*Abraham & Straus, Brooklyn, N. Y.*

This is undoubtedly the most eagerly awaited sale that is held in New York City. Besides its incomparable saving advantages, you have absolute assurance of the very highest quality, strictly pure foods. It's an event occurring twelve times a year, coming at the beginning of each month—just the time when you can consistently lay by a supply of table and household necessities.—*Simpson, Crawford Co., New York, N. Y.*

Good Groceries.—It's the precaution we take against impure foods that makes housekeepers feel safe in buying here. Back of that are the lowest prices found anywhere.—*Jones Dry Goods Co., Kansas City, Mo.*

GROCERIES

Pure, unadulterated foods, edibles and drinkables that are chosen by the most skilled experts are what's always expected of Bloomingdales'. That our customers are never disappointed in the quality is proven by the vast business this model grocery store of ours does.—*Bloomingdales, New York, N. Y.*

The coffee of your fathers was good coffee. It was grown carefully, sorted wisely, roasted perfectly, sold pure, made strong, and served steaming hot. Doctors never thought of telling patients to use it "only once a day." And the men and women of three generations ago were not less sturdy because they enjoyed of it as much as they could drink as often as they wished. Then it was that the Gillies coffees won the good name that has endured. Gradually many of the old-line houses have ceased to exist or have found new owners with different policies. The Gillies House has gone on unchanged, familiar to the descendants of old New Yorkers, but naturally not so well known to the welcome thousands who each year come to make their homes in and near the Greater City.—*Gillies Coffee Company, New York, N. Y.*

A trip to-day to these busy stores will convince you that we are selling groceries as fast as an army of trained clerks can wait on the crowds that throng these stores daily. We are selling many carloads of all sorts of eatables each and every day in the week, and are buying so cheap that we can sell at prices so much below the prevailing prices around town that the housewife can afford to come from any suburb of the city to buy even a single article, the difference in price being great.—*R. H. Williams Grocer Co., Kansas City.*

It's a long time now since we have had one of our old time special grocery sales, and the announcement of this first one of the new year will be glad news to the food providers of home, hotel, or boarding house. At all times our prices on groceries are lower than elsewhere. For that reason sale offerings here have a particularly strong drawing power by the extra cut rates. All the goods offered are fresh, reliable, and just what you will be glad to lay in a goodly supply of.—*Brown, Thomson & Co., Hartford, Conn.*

The food you eat is the first step toward perfect health and increased vitality, provided it is absolutely pure and wholesome. And quality and purity are the most potent factors of all goods sold at Prager's. None but the very best are

here but at prices that are astonishingly low.—*Prager's, San Francisco, Cal.*

The clear, crisp weather of the coldest week of this unusually severe winter has sharpened the appetites of young and old and makes the children want to eat all there is in sight. We will smooth the maternal pathway, so far as we may, by offering a very tempting array of good things to eat and drink at exceptionally low prices. This week is the housekeeper's golden opportunity to stock her pantry with the best of pure food necessities at a cost far below what is usually charged.—*James Butler, New York, N. Y.*

Goldberg-Bowen have devoted 50 years to the scientific study of groceries. They have sifted the kernels from the chaff and only the kernels remain. The result of this training is their successful position as purveyors of food stuffs. Their groceries are healthful, pure and unadulterated. Their groceries build up the body and help the mind to do its work. Their groceries make food a pleasure worth while, not solely a necessity to sustain life.—*Goldberg, Bowen & Co., San Francisco, Cal.*

Thoughtful housekeepers of an economical turn, will bear this in mind and embrace the suggestion when made—it's one entirely out of the ordinary and one that you cannot resist—just you watch—in the meantime whatever your pantry may need can be had here best at the least cost. Just think of next Friday.—*Lóngshore Grocery Co., Birmingham, Ala.*

Worthy groceries—low prices. That single line explains the phenomenal success of our great food market.—*Boston Store, Chicago, Ill.*

If you like something good to eat and want to buy it at the right price, we believe here is the place to get it. Our goods are always fresh.—*Rosenthal Dry Goods Company, Peoria, Ill.*

Now for Christmas! This food supply market is shaping itself for the biggest Christmas trade in its history. Food buyers will find it the ideal place to get their Christmas supplies and save money on everything they will buy. Tons and tons of good things for Christmas. See us for your Christmas wants.—*Bresnahan Grocery Company, Woonsocket.*

Coffee That Suits.—*Newton, Robertson & Co., Hartford, Conn.*

True economy in groceries is in the buying of such high-grade goods as the following, at these low prices.—*Kaufman, Pittsburg, Pa.*

GROCERIES

It'll be wise to stock up heavily with groceries to-morrow. Don't let your table supplies run short on a stormy day, when you can't go or send out. Take advantage of these money-saving Anniversary Sale prices to lay in a good supply.—*The Fair, Chicago.*

Groceries at Wholesale Prices.—This is the largest, finest and cleanest grocery store in Pennsylvania. All our goods are bought direct in carload lots from the largest producers and manufacturers, paid for in spot cash and sold at the closest possible margin of profit. Compare these prices with what you are now paying. Every article is guaranteed first class in every respect. Profit-sharing coupons given with each and every purchase.—*Clarke Brothers, Scranton, Pa.*

Just as easy and convenient to buy groceries here after leaving the city as it is while in it. We make a specialty of packing and shipping supplies of all kinds for country homes, yachting, camping parties and the like.—*R. H. Macy & Co., New York.*

It's the unexpected that's seen in our aggregation of food specialties. A jollier collection of surprises cannot well be imagined than our cans and jars and boxes of tempting delicacies which would whet an epicure's jaded appetite. Mere words and glances cannot describe what appeals directly and exclusively to the taste. The banquet is ready, don't stay away from the feast.—*O. E. Baldwin, Muncie, Ind.*

Try our fresh fruit, also canned goods. They are as fresh as an eastern breeze and have a flavor that would please the gods of old.—*M. W. Hansen & Co., Grand Forks, N. D.*

Bungaloe Tea, 35c. Usual price, 65c.—the only store in town authorized by the Ceylon Planters to sell this tea at 35c. Grown in iron soil—nervousness left out—and the extreme of tea-blenders' art in its place.—*Mitchell, Fletcher & Co., Philadelphia, Pa.*

Why our teas have gained a reputation: Because we put our heart and soul in the tea business and look after it with a zealous care. We're particular that each tea is blended just so, because, now that we have you suited it would be poor policy to allow the quality to depart from its usual high standard.—*Lehman & Co., Trenton, N. J.*

Difference of opinion regarding the place to buy groceries will not occur if you buy here. It is a common saying that you get better goods for less money

here than elsewhere.—*Tony Hill Jonz, Denison, Tex.*

World's greatest grocery. Frequent every day by increasing crowds of delighted purchasers who know that here are to be found the choicest products of sea and land—fresh, wholesome and low-priced.—*Siegel-Cooper Co., New York.*

Good groceries. Just as easy and convenient to buy groceries here after leaving the city as it is while in it. We make a specialty of packing and shipping supplies of all kinds for country homes, yachting, camping parties and the like. Orders once filled will be promptly duplicated upon request. This plan is a particular feature of our grocery department. Orders are filed and filled at stated intervals, according to your instructions.—*R. H. Macy & Co., New York.*

This grocery opportunity unquestionably your greatest! Dwell on what it means to you that this is the busiest grocery hereabouts! Best values to be had anywhere is the potent factor that is bringing us larger crowds than you'd find in most any two other grocery stores combined. This immense trade makes necessary enormous stocks. Buying enormous stocks gives us great price concessions, which places us in position to quote and give you lower prices than any other store. Besides, you get fresher goods.—*New York Grocery Co., Pittsburgh, Pa.*

Take up the paper and read over the advertisements carefully—you may find a coffee cheaper than Pon Honor, but you will not find a single one that can give you a good cup of coffee for as low a price.—*Wm. T. Reynolds & Co., Poughkeepsie, N. Y.*

There are so many different kinds of butter on the market it is hard to tell just what you are getting unless you buy the best. The Antlers Creamery Butter. This is not a 25c butter sold at 20c to introduce it, neither is it a cheap ranch butter worth 17½c and sold for 24c to fool the people. But it is the best separator creamery butter and will please all who buy it at 25c.—*F. B. Ross, Colorado Springs, Colo.*

A chapter about cheese. We make a specialty of fine butter and cheese.—*Croffut's Market, Binghamton, N. Y.*

Cold snaps are not the only kind you can get these days. Come and see us and we can give you ginger snaps and any other kinds of snaps.—*The Spot Cash, Joliet, Ill.*

GROCERIES

Grocery facts. When you come right down to grocery facts, it is price and quality that tell the tale. We don't know of a store anywhere that meets the two requirements more faithfully than the "West End." We are certain no store in the city offers superior goods. We invite comparison of quality and price with groceries offered elsewhere. Buy your groceries at the "West End" and save twenty to twenty-five per cent.—*West End Grocery Co., Victoria, B. C.*

Red Rose Tea is composed of what are known in the trade as "high-grown" Ceylon and Indian teas. These teas are grown at high altitudes on the mountain slopes, where the tea bushes grow more slowly and are more carefully cultivated than in the valleys, where the climate is warm and humid. High-grown tea is not only a finer quality, but contains much more tea juice or extract than valley-grown tea.—*T. H. Estabrooks, St. John, N. B.*

Purity, freshness and absolute cleanliness are factors that add their attractiveness to the low prices that you will find in the pure food grocery.—*Siegel Cooper & Co., Chicago, Ill.*

The crowning features of our royal stock of groceries is first—high quality. Second—completeness. Third—the perfect condition of the goods, and, fourth—the moderate prices at which we sell. Cheap food may be popular with those who do not know that it is cheap because it lacks nourishing elements and that twice the quantity must be purchased to get results equal to those given by our groceries. Everything in this stock is fairly priced.—*The Star Grocery Company, Logan City, Utah.*

World's greatest pure food show opens Monday. It will positively be an event without parallel. There will be 46 demonstrations daily by experts. An elaborate musical programme will be rendered daily. All the food producing centers of the world will practically be represented. Extraordinarily low prices will be quoted daily. In no other store is such an exhibition possible. The Siegel Cooper Company is the originator in New York of the Pure Food Exposition, and that the idea should find ready imitators is not strange. You are invited to attend our pure food show.—*Siegel Cooper Company, New York.*

You like good things to eat, don't you? Here they are, at prices at which you can afford to buy them.—*Moore Bros., Galveston, Texas.*

Sale of Groceries. This model store of ours is by all odds the most perfect,

beautiful and attractive in the world. Nowhere is there another like it. A broad statement and a true one. First of all, it is sanitarily perfect. Everything in it, everything about it, is clean, wholesome, reliable. Its stocks represent most fully the best things to eat from every quarter of the globe.—*Simpson Crawford Co., New York.*

We study your wants relating to provisions. Our tastefully displayed stock of Good Things to Eat are invariably of qualities above criticism and are sold at prices below what you would expect.—*Fred Wolferman, Kansas City, Kan.*

The secret of success is to take advantage of every opportunity. We give you the nicest, freshest, groceries, canned fruits and vegetables at prices that will swell your savings account.—*Todd's Bee Hive Grocery, Kenton, O.*

A school teacher lately put the question: "What is the highest form of animal life?" "The giraffe," responded a bright member of the class. In one sense of the word the boy was right, for he had not been inoculated with the Darwinian theory. Now, had this same teacher put the question: "What is the highest grade of butterine known, and where is it sold in Altoona?" she would receive a chorus of answers something like this: "Moxley's Special; at the Green Front Market; twenty-two cents per pound; better than butter; it's pure," etc. It has been wisely spoken, that "children and fools always speak the truth." We wouldn't for the world have you class us with the fools, but we do insist that you take the children's answers on Moxley's high grade butterine for the truth.—*Green Front Market, H. C. Leslie, Manager, Fall River, Mass.*

Groceries, fruits, vegetables and fish. A large up-to-date stock of the finest and freshest goods the market affords.—*H. A. Smith, Reno, Nevada.*

You cannot buy better butter anywhere at any price than Colonial Creamery butter, made of sweet cream from grain-fed cows.—*Hoyt's Colonial Creamery, New Haven, Conn.*

Try our creamery butter—if you'd escape all the disappointment that follows in the wake of the poor sort. Our creamery is the most satisfactory butter we ever handled, and that's saying a good deal, as we've always striven to give our patrons the choicest of everything. You'll find it of the right color, sweet, toothsome and salted just to suit nine out of ten people. It's the same every day in the week; good all the time.—*O. C. Elwell, Portland, Me.*

GROCERIES

Butter! Butter! Butter that's butter. Butter at prices better than the other fellow's butter. Get your good butter at *Howard Bros., Denison, Texas.*

What everybody says must be so. They say—that Wagner's Bread is the best; Warner's Cheese is the best; Baker's Chocolate is the best; Ohio Maple Syrup is the best. We buy the above lines of goods direct from the producers and we will give you the short prices on Thursday.—*Donserauz's, Lansing, Mich.*

This model food store helps you to better things to eat, and no more to pay. The natural instinct of folk is for good things to eat. This Model Food Store teaches a lesson to the economical housewife. It shows her how edibles are rightly kept to maintain perfect sanitation and health properties. It brings to her larder the best things to eat—at no added cost. On a good many things all this betterness brings her a saving. The best teacher is over the path of experience—a walk through this sixth floor will prove a more convincing argument than words from us.—*Simpson Crawford Co., New York.*

More delicious than the fresh vegetables you have to put up with now—in comes the first consignment of new canned goods that's been announced this season. And the prices—they're so much lower than you usually pay for the highest grade that there's an additional relish to every preserved article you select from our complete gathering. Plucked when rounded out in luscious ripeness and preserved under the best sanitary conditions these vegetables are even more palatable than any procured fresh in the height of the season. Their delicious flavor was preserved with them and a purchase here to-day will bring it right to your table.—*Simpson Crawford Co., New York, N. Y.*

Fard dates are those handsome, black fellows, with firm flesh, small pits and delicious flavor. For filling they haven't an equal. Chopped and mixed with the morning cereal they are an innovation. Or chopped and mixed with chopped English walnuts and served on a leaf of lettuce, with French dressing—they are divine.—*McCaffrey's, Philadelphia, Pa.*

SNAPPY SNAPS.—The morning or evening meal is much improved with these little ginger snaps. They are put up in one pound boxes of about forty to the pound for 10c.—*Russell, Binghamton.*

BIG SLASH IN BUTTER PRICES.—Reduced prices on only the choicest grades of butter possible to obtain. Deliciously

fresh-made, direct from the creameries to your homes, which saves you money and guarantees high quality.—*Ginter Grocery Co., Boston, Mass.*

DUFF'S REFINED NEW ORLEANS MOLASSES.—Ever try that? Do, if you want a treat. It's the genuine, old-fashioned, Simon-pure stuff and will give the finest satisfaction. We will sell a limited quantity at this special price.—*McCaffrey's, Philadelphia, Pa.*

Cool comfort is hard to obtain at any price these hot days. It is not so with pure teas and coffees, as by going to the Oriental you will always find a large and fresh stock of teas, coffees, spices, baking powders and extracts, at most reasonable prices. Quality and strength of all our goods fully guaranteed. We wish a trial order from you and we are satisfied that once a customer always a customer.—*Oriental Tea Co., Peoria, Ill.*

BUTTER.—We think it's quite a treat to our customers to give them ten stamps with a pound of butter.

Saratoga potato chips. Fresh and crisp. Fine, sweet-flavored chips, too, for they're cooked in pure lard. Salted just enough to make them tasty.—*Gedney's, West Orange, N. J.*

EVAPORATED APRICOTS.—Beauties—handsome, bright, meaty fruit, with a delightful flavor. Added to the morning cereal they make a combination dish at once healthful, tasty and charming.—*McCaffrey's, Philadelphia.*

Every recognized variety of imported and domestic cheese on the market is here; kinds to suit all tastes—the mild, medium and very strong. You will find that our cheese department is a complete little store in itself and a very attractive place to buy your cheese.—*H. Jevne, Los Angeles, Cal.*

A picnic for the children is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well.—*J. S. Carver & Sons, Ogden, Utah.*

Our butter is a treat, too, because we know that no better butter can be bought, stamps or no stamps. We just buy the finest butter that the creameries in Elgin, Illinois, can make, and offer it to you while it's fresh and sweet. We have two shipments a week, and the size of our butter consignment is enormous. The butter is of even quality—always the same—never rancid, and always sold at the lowest possible price.—*L. Lehman & Co., Trenton, N. J.*

GROCERIES

SALTED BANQUET WAFERS.—These thin, crisp wafers are of dainty shape and texture, and made especially appetizing by the small quantity of salt which has been sprinkled on the surface.—*Ackers, Philadelphia, Pa.*

Spices for pickling. We carry the purest and best spices, and you know that the best is always the cheapest, and we believe that it is a waste to use anything else for such purposes. We buy what we know to be of the highest quality. They are a little higher in price, but are the best.—*Oliver-Finnie Co., Little Rock, Ark.*

Tea for icing. When you want to have iced tea, you must choose your tea. Some teas are all right for icing, but others would be bitter. When you order tea just mention that you want to use it iced as well as hot and we'll tell you just the tea to get. Jevne's is a pure tea store, so you'll never get any but pure tea here. If you want a comforting cup of delicious, refreshing tea—"You're safe at Jevne's."—*H. Jevne, Los Angeles, Cal.*

Tea! Tea! Tea! I can think of nothing more refreshing, at this time of the year, than a cup of tea, deliciously fresh, with the bloom of spring still on its tender young leaves, which, although only plucked from the bushes in June, I am now able to place on your tea table in Trenton, so rapid is the means of transit nowadays. In making this season's blend I have used only the choicest growths procurable, and I do not hesitate to say that a finer tea has never been offered in Trenton at 37c. per pound.—*Frank White, Trenton, N. J.*

CAKES AND CRACKERS.—As you know we make a specialty of having fresh cakes and crackers always on hand. Our assortment is varied, from the rich chocolate to the plain and popular butter thin.—*Oliver Finnie Co., Little Rock.*

A FAMILY LIST THAT BESPEAKS ECONOMY.—Yes, and the right kind—the best and truest kind—of economy. When you buy groceries here, no matter what you pay, you can rest assured that you have received the best—the best that money can buy. That's the only kind The World's Greatest Grocery Store sells.—*Siegel-Cooper Co., New York.*

Astræa shredded cocoanut is made from the very choicest grade of cocoanuts grown, and by machinery. The nuts are hulled, cleaned and shredded into beautiful, long, lace-like threads, and the juice or milk of the cocoanut mixed through it. If put in a comparatively

cool place it will keep sweet and moist for months.—*McCaffrey's, Philadelphia.*

Our cracker counter is an interesting place. The large variety of crackers and wafers we carry would astonish most anybody. For hot weather what is so nice as a box of dainty, delicious wafers? Some kind of a cracker should be on the table at every meal, should be in every lunch box and picnic basket. And the very kinds you should have are here.—*H. Jevne, Los Angeles, Cal.*

PICKLING VINEGAR.—What is more necessary for success in making pickles than that your vinegar should be of the purest and best? We have the purest and best, and the kind especially adapted for this purpose.—*Oliver Finnie Co., Little Rock.*

LA CRESCENTA OLIVE OIL.—We talk mostly about this brand of Olive Oil because we know for a surety just how pure and fine it is. Made here in California of the finest olives, so near home we can watch it at every step, and know when the bottle is finally filled that it contains nothing but pure olive oil.—*H. Jevne, Los Angeles, Cal.*

The exceptional prices we quote in the following list of excellent standard quality groceries, wines and liquors will hold good for to-morrow and Tuesday. Take advantage of the rare money-savings.—*Bloomington Bros., New York.*

Our pure food show. A magnificent, instructive exhibition of modern pure foods and their correct preparation and uses—combined with a stupendous cut price sale of table supplies, surpassing in scope any similar event ever attempted. A multitude of interesting special attractions Monday.—*Rothschild and Company, Chicago, Ill.*

Two ways of looking at the grocery buying problem. The wrong way—keep on paying high prices and at the end of the week be away behind as usual. The right way—Note our cut prices on high quality groceries, come to the store and see the goods, break away from high prices, leave your order with us, and the end of the week will find you with money in your pocket for other needs.—*M. Quinn, Kansas City, Mo.*

Vim Tea makes cream out of skimmed milk.

"There is a something about Vim Tea that is to be found in no other tea." So said a St. John lady to a grocer the other day. She did not know exactly what, or how to describe the difference, only there was a "something" Vim Tea had that other teas lacked. That something was a little more quality.—*Baird & Peters, St. John, N. B.*

GROCERIES

Pure groceries. Such values as these are what have made this grocery department the best place in which to buy pure foods in Kansas City. Not per cent of profit, but volume of business, is the governing principle in the conduct of this department. This means that we buy pure foods at the lowest possible price and sell them at the lowest possible figures our volume of business will permit.—*Jones Dry Goods Co., Kansas City.*

Do you market in the Bloomingdale Grocery? Hasn't it yet enlisted you among the thousands of its regular day-in and day-out customers? What better sermon on economy can we preach than by quoting items like those below, unless it is by serving you once or twice with these good things to show you how safe and sure saving money in this great spotlessly-clean and ever fresh-looking grocery store is?—*Bloomingdales, New York, N. Y.*

One hundred sale persons—polite, attentive and experienced—are required to meet the wants of the thousands who are attending the great Harvest Festival to purchase a season's supply of groceries—the only time of the year when these high qualities are sold at the remarkably low prices listed below. Even then it keeps them hustling, for they are particular to see that no customer is kept waiting. The easiest way in the world to save money and at the same time insure the best on your table is to attend this great event.—*Simpson Crawford Co., New York, N. Y.*

Our cracknels are going out fast. The usual price is 25c per pound. Our price as long as they last, 12c. They are all right, fresh, crisp goods. Delicious eating. Just right for a picnic.—*Brunson's, Kenton, O.*

It's in the kitchen where the true advantage of the Lehman stores becomes apparent. When your groceries run low and you are about to replenish, it sets you a thinking where you can buy the cheapest and best. There's only one store that keeps ringing in your ears, and that is *Lehman's, Trenton, N. J.*

The Cooking Lectures Are No Small Part of This Great Exposition of Model Foods. Do you know that there are forty-three different ways of preparing eggs? That certain kinds of sugar absolutely spoil some puddings? That there is a certain knack in mixing "dough" for bread and pastry and the like? These Food Lectures, in connection with the Food Exposition, are designed to make it all plain to you. Besides, dainty dishes are prepared at every

lecture, and served to you free.—*Simpson-Crawford Co., New York.*

A department in which you can give your order at leisure, in a beautiful and spacious Order Room. It is a department that is complete, bright, up-to-date, in which good service is given, in which cleanliness and order are observed, and in which low prices are always quoted. The best brands are carried, and everything that is sold is guaranteed to be of the purest.—*Lit Bros., Philadelphia, Pa.*

The first requisite with us is quality, purity, freshness. We cater for those who insist on a high standard of living. The best fed are the healthiest and happiest—notably so when the element of extra expense is entirely eliminated. This important feature has always been a cardinal principle with us. Our customers live better for less money than those who buy elsewhere.—*James Butler, New York.*

We've gone to the trouble of comparing these prices with those of other high class grocery stores and find that they are absolutely the lowest for strictly pure foods—a great deal lower than any others, in fact.—*Simpson-Crawford Co., New York.*

It's the purpose of the Arnold Grocery to lighten the labors of the homemaker, on whom rests the responsibility of providing three or more times a day food to tempt the appetites of the rest of the family. How much help we are to her, the daily growth of this business reveals.—*S. F. Arnold & Co., Binghamton, N. Y.*

If you go on a picnic, you'll want these supplies at these special prices, because no matter what you buy at the 14th Street Store, its purity and wholesomeness are guaranteed. Nothing is offered for sale that has not withstood the most rigid test to determine its reliability.—*The 14th Street Store, New York.*

The housekeeper will see in an instant where she can save much money on the buying of her provisions to-morrow, for this list is brimful of the sharpest kind of safe economics.—*Bloomingdale, New York, N. Y.*

Hello 407. We are in need of some groceries to-day and we have learned from experience that we get just what we want from you, and that we pay less than some of our neighbors pay at other stores. Then we know you have the union card, so here's the order.—*J. H. Dunn, Denison, Texas.*

GROCERIES

Let these few items suggest others needed to supply your larder; and also consider them as invitation to share the economies the Grocery Store offers in good things to eat.—*Gimbel Bros., Philadelphia, Pa.*

Why not give your trade to us this month and be one of our big list of satisfied customers? We claim to be able to give you better service, better goods, on a smaller margin of profit than any store in town. Try us and be convinced.—*Shreeves Grocery Co., Denison, Texas.*

Oil, gas, coal or steam heaters cannot dispel the dullness of mind and chill of the cool October mornings like one cup of steaming-hot, strong golden coffee, made, if you please—and want the best—of our own combination.—*N. A. Moore Co., Indianapolis, Ind.*

Food for the children's lunches is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well. Staple and fancy groceries always in stock, without question. Our stock of fruits is the best. Always nice and fresh.—*J. S. Carver & Sons, Ogden, Utah.*

If there is any one article of food which appeals to us all, rich and poor alike, it is pure, sweet butter. Such is the butter that we are offering, not for profit, during this sale, strange as that may appear, but solely to convince you that quality such as ours is hard to find. We receive our supplies direct from the leading creameries of this country, and after its arrival in New York every pound passes the most rigid examination of our butter experts. The price we quote speaks for itself. A trial will explain what we mean when we speak of our "Butter Quality."—*James Butler, New York.*

Sound digestion following the feast of turkey waits on every family whose groceries and table supplies are furnished by a James Butler store. Our foods are pure—the best that can be had in every line—and they are fresh, for our immense volume of business causes a constant stream of goods to be continually passing through our stores from the producer to the customer. Nothing can become stale that we handle. What is delivered to us one day is usually sold the next. That is why the same brand of groceries often tastes better when bought from us. Then the prices are always lower.—*James Butler, New York.*

Best service—that's the idea—best

goods, best attention, fairest prices, careful delivery. There will always be imperfections—and we want you to report any you know. There's no telling how good we can get this store if the public keep on helping by telling us of our faults.—*Gimbel Bros., Philadelphia, Pa.*

Good butter on the table is always a certainty if you buy your butter at the "Standard Stores." "Not how cheap, but how good," is our butter rule.—*Standard Grocery Co., Peoria, Ill.*

Peaches Worth Eating.—We have some sliced peaches in cans that are so delicious that they fairly melt in your mouth.—*Public Market, New Bedford.*

"All's Well That Ends Well."—A cup of good coffee at the end of the dinner quiets any misgivings of indigestion, obliterates all suggestions of ill humor. Any of Chase & Sanborn's high grade coffees always receive a hearty welcome at the end of any and every meal—a promoter of good humor, an indispensable aid to good health.

It costs more in price than ordinary coffee, because it is so much better, yet it is the most economical of all coffee because of its absolute purity and great strength. It will go so much further, make so many more cups to the pound.—*Fuller & Douglas, Salem, Ore.*

For the balance of this week we hold another one of our famous Cut-Price Grocery Sales. We invite every housewife within trading distance of our store to attend. Come even though you do not buy. We're only too pleased to have you visit this great modern, sanitarily appointed Grocery of ours. If you do buy, however, you're sure to save money, as the following example items prove.—*Wise, Smith & Co., Hartford, Conn.*

This is the finest Rice grown anywhere on this terrestrial globe. Large pearly grains that are delightful to the eye and pleasing to the palate. Any doctor will recommend boiled rice for a hot weather diet. There are many toothsome dishes that may be made with this healthful cereal. And it's nutritious, too.—*Abraham & Straus, Brooklyn, N. Y.*

The leading grocery is located at 801 Main St. Here you get big bargains in high-class groceries and extra special stamp premiums.—*The Banner Grocery, Peoria, Ill.*

Food for the Gods! Of the ancients and the mortals of modern time, our delicious, pure and wholesome bread, cakes, pies and pastry rival the best ever made. All this may not sound modest, but it has the virtue of being true.—*Alex. Mergell, Dennison, Tex.*

GROCERIES

This coffee's a taste tickler.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

The Flours that Make the Best Baked Bread. Every pound of flour that goes out of our store is fully guaranteed to give perfect satisfaction. Otherwise your money back or flour exchanged. We believe in the flour we sell—so do our customers.—*Cobb, Bates & Yerxa, Taunton, Mass.*

We have the Beckwith's Peas that cannot be excelled anywhere at the price, because they are really twelve-cent peas. Some folks will go to different grocers and get disappointed when they buy a ten-cent can of peas. Quite likely because the quality they sell you at ten cents can't compare with ours.—*L. Lehman & Co., Trenton, N. J.*

This is the time of the year when the grocery store can help you most. Let's see if we can relieve you of half the responsibility of that picnic or excursion. You will get the proper foods, if you come here, and they won't cost much, either, and you are almost sure to get something that the other folks have not heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them.—*Charles E. Seymour, South Norwalk.*

This department stands second to none in the United States, either in point of stock or prices. Everything imaginable for the table will be found here—always of best quality, strictly dependable in every way. The enormous outlet, together with ready cash, makes us particularly desirable customers, and brings us special concessions. Big savings thus to be had are shared with our patrons, who will find it money in their pocket to deal here.—*Lit Bros., Philadelphia.*

The ever-increasing and well-deserved patronage of our big grocery is mainly due to the fact that we at all times sell standard quality pure groceries at lower prices than any other store in the city. Then again, the spic and span cleanliness for which this grocery of ours is noted wins many friends. Thus day by day the volume of business increases, and the mere announcement of a special grocery sale at our store is welcomed by hundreds of thrifty housewives—for it means even more money saving than usual.—*Wise, Smith & Co., Hartford.*

The third and last week of the greatest food show in this country. Already the success of this show has exceeded all expectations, and we attribute the cause to the fact that our customers know that the goods we offer are not only reliable, but priced at figures that mean economy

in purchasing. Every article we have has merit. We eliminate all others from our stocks, so that what you buy will assuredly give perfect satisfaction. We guarantee to do so, or your money back.—*Siegel Cooper Co., New York, N. Y.*

Nothing brings out so clearly the advantages to the people of our unique profit-sharing method of retailing than the steady growth and expansion of our business in public favor. The neighborhoods immediately realize these benefits, and every branch flourishes from the day it opens. The old-established branches also continue to grow and prosper. Customers continually tell their friends, and the trade of every store increases, almost day by day. Every retail store draws on the largest retail stock of groceries in the world, insuring variety, purity and freshness. Our low prices are too well known to talk about. One trial means a customer satisfied with the quality.—*James Butler, New York.*

If you are interested in reducing your living expenses you should come to Ginter's grocery store and learn our plan of selling groceries and meats at wholesale prices to consumers.—*Ginter Grocery Co., Minneapolis, Minn.*

Even with the precarious market that covers the foods in our mammoth fourth floor grocery, our prices do not fluctuate to the extent that purchasers are confused. Always the lowest prices for choice, wholesome goods prevail, and customers multiply because of the stability of our prices.—*Siegel Cooper Co., New York, N. Y.*

You get the finest groceries here and pay the smallest prices. You can also get at all times whatever is wanted in the line of staple and fancy groceries. We carry all the recognized brands of "Table Luxuries," both domestic and imported.—*G. G. Cornwell & Son, Washington, D. C.*

If you pay cash why should you pay more for your eatables than we sell them at? Buy where you can buy the most and best for the money. Here is a list for to-morrow that we know to be at least 10 per cent. lower than the same quality of goods can be bought for at any other store in Kansas City.—*M. Quinn, Kansas City, Mo.*

There's much to study in conducting a successful grocery. Not only must the stock be kept that everybody wants, but also those things that not everybody is familiar with. You will have no trouble in varying your "menu" if you buy here regularly.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

GROCERIES

Groceries for the holidays that are pure and unadulterated. We handle nothing but the best. Our goods are fresh and first class, and our prices are as low as good groceries are sold for.—*F. A. Har-tenstein, Youngstown, O.*

To-morrow's grocery list points out the way to a quick solution of that ever-recurring problem of what to eat, where to buy and what to pay.—*Kaufmann's, Pittsburg, Pa.*

Best Table Syrup. Rich, golden color, good body and fine flavor. Just fine on buckwheat cakes, pancakes or for general table use.—*Geo. M. Dunlap, Philadelphia, Pa.*

There's a good deal in the cooking of a meal, but there's more still in the buying of the groceries. If you want on your table the best food products that are produced in the world, buy of a store you know carries only good products—buy of Jevne. There's all the difference in the world in the taste and flavor of a good product and a poor one. Buy Jevne groceries and enjoy the finest, richest flavor.—*H. Jevne Co., Los Angeles, Cal.*

What do you eat? You will have to come here to get it right. Come Saturday or Monday. The wonderful price-saving you'll reap will be all the argument necessary to bring you back when you want pure, fresh groceries again.—*New York Grocery Store, Pittsburg.*

Unmatchable prices in groceries. Exceptionally low prices on dependable qualities of table foods. We carry only the purest articles, but establish prices—lower than the same qualities can be sold for elsewhere.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

A noteworthy offering of fine groceries. An offering such as this means much to the thrifty housewife.—*O'Neill's, New York.*

Don't expend all your patriotism in "bang and smoke" on Labor Day. Save a little for the dinner. Get one of Acker's Patriotic Cakes. You should have one for the picnic too.—*Acker & Co., Philadelphia, Pa.*

It's what you eat that gives you the energy necessary to meet the daily grind. Phone or send us your orders for groceries. Always the best.—*S. W. Hall & Co., Knoxville, Tenn.*

Test by Taste.—This is the sure way of detecting the good from the other kind of tea. Maybe you are hard to please. You will have no fault to find with "Fruits and Flowers" tea.—*F. J. Keisel, Ogden, Utah.*

Grocery orders may be given at your leisure in the Japanese Tea Room, on the fifth floor. It is a charming little Oriental nook—cool, quiet—presided over by Jap-garbed folk, who are there to minister to your immediate wants with dainty refreshments. At your call are the order clerks, to take such orders as faultless quality and matchlessly low prices encourage you to give.—*R. H. Macy & Co., New York, N. Y.*

Convincing values in fine groceries. Our customers appreciate the splendid values we are offering in highest class groceries and pure food products. They know they get pure, fresh goods at prices which enable them to save money. Get our canned meats for picnics or outings, you'll find them delicious.—*W. D. Beers, Wilkes-Barre, Pa.*

A trite saying: "Tempt the appetite and satisfy it as well." You can do it when you eat delicacies bought of us. The chill of winter brings keen appetite with it. We are prepared for the winter appetite with as choice a collection of seasonable groceries as was ever shown in Hartford.—*Hills & Co., Hartford.*

To those whose custom it is to lay in a supply of groceries the first of the month, and who have not been buying here, we would suggest that it will cost them nothing to get our prices and examine qualities sold here—a chance to compare our goods and prices with others is all we ask—in fact it's all we need.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

It is a little early yet for nice sweet corn, but we have a little lot of it to-day that is very nice indeed. We shall sell it for 40c. a dozen.—*Newton, Robertson & Co., Hartford, Conn.*

Canned sliced peaches.—One pound cans of delicious California peaches, packed in an exquisite heavy syrup. One of the necessities for that picnic basket.—*McCaffrey's, Philadelphia, Pa.*

This grocery comes about as near meeting every gastronomic want as it is possible for any one store to provide. Fine select groceries of all kinds, the freshest of country produce, fruits and nuts of all kinds, the best of every variety of canned delicacies—nothing lacking for your table or your culinary preparations. You save money by buying here.—*J. A. Schneider, Montgomery, Ala.*

The "new style grocery" is progressive and reliable. We have all the new things, but we make sure of value and purity before we make a purchase or write a price tag.—*The Schoch & Shafer Co., Philadelphia, Pa.*

GROCERIES

McCaffrey's full cream sharp cheese has that rich mellowness that compels one to smack his lips and reach for more. It is the cheese par excellence for all occasions. If you are a lover of good, old, rich, creamy, sharp cheese, get some of this by all means.—*McCaffrey's, Philadelphia, Pa.*

Not only the very groceries you need at this time, but at surprisingly low prices as compared with other stores—and the quality is, of course, superb.—*Abraham & Straus, Brooklyn, N. Y.*

Huntley & Palmer's imported English crackers are so fine and choice that they make the best things made in Berlin and Nurnberg look and taste like the traditional thirty cents. They are simply inimitable. America has tried to imitate them—but here is one of the places where American ingenuity fails. We have these unrivaled goods in half-pound airtight packages, fresh and free from dust or contact with any extraneous thing. They have never seen the light since sealed at the factory, and will not till you open them.—*W. W. Walker Co., Hartford, Conn.*

Our delicacy department makes cooking at home seem almost useless when you realize the resources of our delicacy department. So easy to get up the daintiest kind of a meal with almost no trouble if you buy some of Jevne's delicacies. Everything well cooked, and fresh and clean and delicious. Meats, fish, cheese, chipped beef, pickles, olives and hosts of other good things all ready to serve. If there's a lunch to be put up for a day's trip, the very thing is to buy what you want of Jevne.—*Jevne's, Los Angeles, Cal.*

When quality counts. In these hot summer days the appetite is prey to whims and fancies. The thought of food not properly cared for is even worse than food imperfectly cooked. Do you want that everlasting satisfaction of knowing that your meats, fruits and vegetables are the best in the land—selected by experts—kept under sanitary conditions and delivered to you free from the least dust, dirt and taint? Of course you do. Then buy at Courtney's. The sanitary refrigerators used throughout this establishment keep meat, fruit and vegetables in a state of perfect sanitary refrigeration.—*Courtney & Co., Omaha, Neb.*

Creamery butter. Our "Prairie" brand of creamery butter is proving very popular. It is pleasing a lot of people that know good butter when they see it. Freshly churned, a beautiful color and

a flavor that just touches the right spot. Try it next time you want butter; it will please you.—*Gibson, Gage Co., Winnipeg, Can.*

Delicatessen.—This is the department that gives you an appetite. There's so many tempting, ready-to-eat foods displayed that whenever you are at a loss what to have for a meal, just visit these counters. Everything is clean and tidy, and the prices are certainly lower than those of the stores who make delicatessen their only support. If it's cheese you want, we have American or store cheese, imported Swiss cheese, Edam cheese from Holland, Pineapple cheese, or the genuine Limburger. What's your favorite? There's a varied assortment, so make your choice.—*L. Lehman & Co., Trenton, N. J.*

We are not jugglers. Our goods are not deceptive in quality. The grocer who sells unreliable foods just for the sake of making a few cents more, is not a safe man to trade with. Unreliable things can't come into this store. We know enough about these things to know when they are pure and when they are not. It isn't wholly a question of price with us. We get the best that money will buy, and then sell it with just a fair percentage of profit added. Finest fruit in town.—*E. E. Nichols, New Haven.*

Dependable eatables. All must be good, fresh and pure or the meal will be a disappointment. You can always depend on having them just as they should be if you buy at Greenough's. Largest stock, freshest and best selections always here—so different.—*Greenough's, Spokane, Wash.*

Evaporated milk. For the unexpected guest, after the theater or Sunday night supper, you will find a can of Caravan Evaporated Milk so handy, for it can be used the same as fresh cream and milk. Caravan Evaporated Milk has all the nutritive properties of fresh cream, for Caravan Evaporated Milk is entirely pure, full-cream cow's milk, sterilized, evaporated and cleansed; free from all germs, bacteria and foreign preservatives. Two cans for 25c.—*M. W. Hansen & Co., Grand Forks, N. D.*

Malted milk. It is pure, rich milk with the extract of selected malted grains in powder form. Instantly prepared by stirring in water. More beneficial and delicious than tea, coffee or cocoa. Very digestible and nutritious as a lunch. The best food for invalids, dyspeptics and those run down. Nothing finer can be found as a beverage for mountain picnics.—*Owl Drug Store, San Bernardino.*

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When it begins to come along toward spring the appetite craves the form of food which is represented in our stock of fine evaporated fruits. The rich juices with their iron and other medicinal properties have been safely sealed up by nature, aided by scientific process, and are ready for instant use. Apricots, prunes, peaches, pears and the whole family of native and California fruits will be found here in the very best qualities at low prices. Send us your order by 'phone if you can't come to the store.—*New Sugar Grocery Co., Lebanon, Pa.*

Does your milk sour? If so try our perfectly Pasteurized milk. It is delivered right to your door on ice. If your baby is sick and the other milk does not agree with it try ours. If you need a stimulant take a glass of our milk, it is the nearest to a balanced ration of any food or beverage on the market to-day and will refresh you more than anything you can take. A card or telephone call will bring our representative with a sample bottle. I guarantee its purity. Always yours to please.—*A. O. Mitchell, Waterbury, Conn.*

Turn over a new leaf. Turn to purity and wholesomeness. Turn away from chance and possible contamination. Turn to Beech Glen Farms' milk. You're always sure—because it's pure. Start the New Year right.—*Cleveland, Ohio.*

A mere taste of the royal feast of good things that you will find in our grocery store. Add this resolution to your other 1907 resolves: Buy your groceries where you can save and where the stock must be best in quality; where you can find all wantable things for table use—at the big store.—*Jonas Long's Sons, Scranton, Pa.*

No let up. Now that it's colder is no reason why a dairy should let up on precautionary measures for purity. Beech Glen farms' milk receives the same conscientious care the year 'round. It's always a clean, pure milk. Cuyahoga Central 2598. Bell East 1862.—*The Lander-Phillips Dairy Co., Cleveland, Ohio.*

Your grocery money goes farthest here. Everybody can see that our expense account is less than the expense account of the merchant in the high-rent district. If we give you the benefit of this expense difference, will it not show in the price of your groceries each week? We give you this benefit and that's why at our reduced prices, we sell you a better line of groceries and provisions than you can buy elsewhere for the same

money. And this is one reason why grocery money goes farthest here. Think it over seriously, and you'll buy clothing here.—*Jos. Szold & Son, Peoria, Ill.*

Hours of delivery. All orders received up to 9 a. m. are delivered in the morning of same day as ordered. All orders received after 9 a. m. and up to 3:30 p. m. are delivered in the afternoon of same day as ordered. To eliminate all possibility of error and disappointment, and wherever possible and convenient for patrons, we suggest early ordering of goods. The entire aim of our delivery system is centered on giving patrons a highly satisfactory service in every instance. Whenever our method fails in any particular, depend upon us to promptly, pleasantly, and, if possible, to effectually right every flaw.—*The Crews-Beggs Co., Pueblo, Colo.*

Combining quality with low price. You have probably been impressed, when reading our advertisements, with the fact that our prices are at all times unusually low, and to-day we want to add to the impression of low prices another—quality. You know price is not all there is to the game of buying—it's the real value you get for your money that counts. Every article offered for sale at The Palace is a good article, worth a hundred cents for each dollar of its price. In no other way could we stand at the back of every purchase with our unconditional guarantee of "satisfaction, or your money back." We invite the most careful comparisons of prices and quality, knowing that you can do better at The Palace than anywhere else. Let us show you.—*The Palace, Spokane.*

This great grocery store of ours has won its tremendous trade by reason of the merits of the food stuffs it sells, but, not content with offering quality and purity alone, the prices are made lower than you are asked in the average grocery store, and on special occasions, such as to-morrow, these low prices are cut still deeper, making it advantageous to home keepers and boarding house and hotel keepers to anticipate their present and future needs.—*Hahne & Co., New-ark, N. J.*

One of the most particular as well as important articles for the table is butter. At the present time the Pure Food Law does not allow coloring put in butter. Our butter is free from coloring, being sweet, and made from pure cream, coming to us from one of the finest as well as most sanitary creameries in the Connecticut Valley.—*Johnson & Bro., New Haven, Conn.*

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The tea rooms are gaining. Maybe it's the novelty of the thing, but just the same the business being done in these tea rooms is increasing daily by big margins. People are coming here for their noonday lunches. The service is now fully up to the standard—prompt and accurate. It's a pretty satisfactory habit to form—this eating lunch in Field-Schlick's new tea rooms.—*Field-Schlick & Co., St. Paul, Minn.*

Lenten season is here, and finds us with a large supply of dry and canned fish. Our boneless codfish, put up at the new Souris fish drier, is excellent. Also the Acadia and Halifax brands of pure boneless codfish, in two and three pound boxes, are delicious, clean and tempting. Our stock of canned salmon, clams, sardines, etc., are the best obtainable. Call or telephone.—*McKenna's Grocery, Charlottetown, P. E. I.*

"Confidence." The foundation stone of this store. Webster defines confidence as firm trust or belief; self-reliance; firmness; boldness; security; full reliance. And that's just about what this business is founded upon. Without the full confidence of the people the man nowadays will find he's working under the greatest handicap and sooner or later must give up and admit defeat. As regards this store, the management made "Confidence" their motto, and that they enjoy the results from day to day is thoroughly demonstrated by the splendidly growing trade being worked up. Without confidence, all is lost, and it's only a matter of time; with confidence a business is on as solid a foundation as the sturdy Rock of Gibraltar.—*Dancer-Brogan & Co., Lansing Mich.*

The psychological moment to buy canned goods is now. Never were such canned goods seen, never such rich, red, ripe, luscious tomatoes, such sweet, tender corn, such delicately flavored peas, such delicious pears, pineapples, strawberries and all the fruits and vegetables taken just at the moment nature had ripened them, and canned just at the psychological moment when nature had given them their most delicate, richest, luscious flavor—right from the field or orchard into the cans, and thus to you. And they were canned scientifically, under the most rigid sanitary regulations—so that they are not only as delicious, but as wholesome as if you had plucked them and cooked them yourself.—*Abraham & Straus, Brooklyn, N. Y.*

Send or telephone in your daily or semi-weekly grocery orders. We fill them according to your say-so, and don't try

to palm off something just as good on you. We are always at pains to recommend new articles or to give you our opinion as to the relative merits of goods, but once you tell us what you want it is up to us to give it to you without any argument. Prompt delivery is one of the strong points of the model grocery store.—*New Sugar Grocery Co., Lebanon, Pa.*

The reason we are always about the busiest grocery store in Altoona is because our prices on goods we can guarantee, are the lowest. Then too, you get prompt service and courteous treatment. When you buy here you can feel confident you are getting the best goods and we meet any and all competition.—*H. E. Swigert, Altoona, Pa.*

This butter does not bear fake endorsement of the medical State journals, but every pound is in a carton without extra expense to the retailer.—*Wm. T. Greenly, Terre Haute, Ind.*

The biggest and best vegetables are raised from our seeds, and they keep best through the winter. The seed potatoes we sell always give the best crops. Did you notice what good results our White Rose potatoes gave in the crop? Just notice how good these potatoes are keeping.—*C. Meyer, San Bernardino, Cal.*

Outing suggestions. "Variety is the spice of life." The delight in fishing comes from the uncertainty—you're always certain of getting things just right at Greenough's. The variety the greatest, freshest and best in these parts. Take a stroll through our big grocery and see the many tasty, appetizing good things we have prepared for your table or that outing party—a veritable palace of pure foods. Items of interest displayed on every counter and in every corner of our big store.—*Greenough's, Spokane.*

Fancy table raisins specials. The "Sweet Briar" are the choicest table raisins. We import them direct, especially for our Christmas trade. They're packed in handsome and convenient 2 1-2 lb. and 5 lb. boxes. Have you seen them?—*Finley Acker Co., Philadelphia, Pa.*

Sparkling sale that beams with satisfying groceries. Last week we convinced thousands that Simpson Crawford's Food Market surpasses all others in quality, price and service. Your every whim is gratified here. There is no limit to our efforts to please. Our facilities for serving out-of-town customers are unsurpassed. Send us a trial order. Our food catalogue, "Good Eating," mailed on request.—*Simpson Crawford Co., Brooklyn, N. Y.*

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Milton's Big Butter Store. Creamery butter sale. Fresh churned, extra creamery, 25c. The biggest butter bargain St. Paul has had for a long time. Strictly fine, fresh churned creamery butter, right from our own churns to your home, at less than the wholesale price. Don't pass this by as an ordinary advertisement. If you knew how fresh and good this butter is you would not look further for butter. Headquarters is the place to buy your butter and save the storekeeper's profit of 4c to 5c per pound. Telephone for a small jar. Prompt delivery.—*Milton Dairy Co., St. Paul, Minn.*

Xmas dinner dainties at independent prices. In your hurry to do your Christmas shopping, don't neglect the Christmas dinner; our grocery department is well stocked with the goodies that you'll want for your great annual feast, and in every case, by independent buying, we are enabled to save you materially.—*The Broadway Department Store, Los Angeles, Cal.*

Good things to eat. Fresh stock of cranberries just received. All kinds of good eating apples. Concord grapes, fine. All other vegetables in season. Prompt delivery is our motto.—*Knaur-Brown Grocery Co., Denison, Texas.*

A few cents a pound saved on this, a few more on that, is the way that economical housekeepers can serve the best interests of their table and their pocket-book by shopping in the Eaton grocery. And isn't it astonishing how quickly the savings mount up?—*T. Eaton & Co., Winnipeg, Can.*

• Old homestead canned goods. Perfectly sound fruits and vegetables put up at Picton, Ontario, with strict regard for scrupulous cleanliness in every stage of the process. The exclusion of everything of an unsound nature results in remarkable preservation of the natural flavor.—*T. Eaton Co., Winnipeg, Can.*

Pitted red cherries in their own juice. That's what makes these fancy York State red cherries so fancy. It really makes them the best flavored and finest goods of the kind put up in tins. Don't cost much—25c can, \$2.75 a dozen. Whole red raspberries. They are hard to put up at all, but these are put up just right. These York Staters are very successful putting up whole red raspberries. With all their quality they are just as reasonable as the cherries—25c can, \$2.75 a dozen.—*W. W. Walker Co., Hartford.*

You and yours are cordially invited to come to see us. You will be welcome whether you wish to buy or not. We are

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not expecting to sell every one this payday, we just want to get acquainted with you. We can show you where you can lose several days during the month and have as much money as if you had put in full time. How can we do it? Because we are selling groceries you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Texas.*

Our grocery sale is constantly increasing, as the prices and quality of our goods cannot be met by our competitors. Be sure and look our price list over and leave your order with us and we will give it our prompt attention.—*Waterbury Market Co., Waterbury, Conn.*

Ontario cheese. That good kind, you know; the kind that has made Ontario famous; the kind that everybody likes, with that rich, full flavor that helps to sharpen up your appetite. And, listen! We have installed a patent automatic cutter and you can have just the sized piece you want. No crumbs or dry chunks; every cut fresh as a daisy. Would like you to try our cheese, it is sure to please, and the price is no higher than you have been paying for ordinary cheese. Our introduction price for a few days is 18c per pound.—*Gibson, Gage Co., Winnipeg, Can.*

How to get pure milk. No need to "wonder, sit and ponder, sit and think" as to how to be absolutely certain of the purity of your milk supply. Use guaranteed milk, from a responsible dairy—the production and handling of which is open to your inspection.—*Beech Glen Farms Milk, Cleveland, Ohio.*

Not often advertised; that is, by us. We refer to cheese, butter and eggs. They sell pretty lively without publicity. They are bought by people who place freshness and quality before price. The price is small enough, these excellences considered, but it might seem large to small-price hunters. Hence the price is given when the goods are called for. Our object in touching this subject is to inform customers where prime cheese and butter and eggs are sold.—*Boston Grocery, New Haven, Conn.*

Only one best store in town at which to obtain your supplies of groceries, and that's at our store. Don't accuse us of boasting. We are only repeating what hundreds of satisfied patrons have said and are saying about us. Beside excellence, we also lay claim to promptness and carefulness in the filling of all orders. No extra charge for all these good points. It's just our way, that's all.—*The Dunning Grocery Co., Binghamton, N. Y.*

Price cuts in groceries. Every little helps in home economies, particularly in regard to groceries and such like things of everyday consumption. Worth-while savings soon accumulate from a price advantage of a few cents here and there.—*The T. Eaton Co., Winnipeg, Can.*

Pure milk. Every ounce of milk sold by us comes from clean dairies and is clarified to insure absolute purity. Every utensil used is sterilized with boiling water and live steam. Every bottle and can is sterilized before using. We heartily support and will aid in the agitation for universal inspection of milk. We make every effort to obtain a pure milk supply at the farms, and not satisfied with that clarify the milk in such a manner that the injurious germs which are inevitable in the natural milk are destroyed. It costs money to do this, but we are confident that no diseases can ever be brought into your family by our clarified milk. Ask any person who has been investigating the local milk conditions about the test of our clarified milk. Though we are doing our part, we know that universal inspection by efficient officers will help us by increasing the use of pure milk. The sanitary conditions of the New Haven dairy are as perfect as brains and money can make them. We invited inspection and cordially ask every person interested in pure milk to come and inspect this modern plant. Twenty-six pint tickets for \$1.—*New Haven Dairy Co., New Haven, Conn.*

The fear of a grocery bill has driven many a man down the hill. It doesn't drive the Lehman customer very far. There's nothing to fear here, people. If you have the fear, come to Lehman's. If living has got out of all reason, try the most reasonable thing—Lehman's splendid cash system. Grandest layout of meat, fish, groceries and fresh vegetables that you have seen in many months. Freshness! Goodness! Beauty! Cheapness! Greatest grocery combination on earth. All in line at Lehman's Department Food Stores this Friday and Saturday.—*Lehman's Dept. Store, Trenton.*

Milk editorial. The Lander-Phillips Dairy Co. does not depend for support on any fad, but only on the intelligence of the public. We bottle all our milk—it's the proper way, because every bottle is absolutely sterile when filled. You can come and see our advanced methods. To get pure milk order Beech Glen Farms Milk.—*The Lander-Phillips Dairy Co., Cleveland, Ohio.*

Interesting Grocery Items.—This is the time of year when the grocery

store can help you most. Let's see if we can't relieve you of half the responsibility of that picnic or excursion. You'll get the proper foods, if you come here—and they won't cost much, either, and you are almost sure to get something that the other folks haven't heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them. Get a grocery catalogue when you are in doubt—or better still, come to the store.

Good health and ready money are two of the best friends in the world. Our regular customers are largely blessed with both, for we supply them with wholesome food at low prices. The quality of the food insures their health, and our profit-sharing method of selling to them direct from the producer enables them to save money on all they purchase. The money they save also helps their health, for it brings contentment, and digestion. Every one of our 130 retail grocery branches, in selling pure foods at such moderate prices, is also radiating health and ready money all around. That explains the ever-growing popularity of our stores and why it is that the sensible, home-loving, thrifty housekeepers deal with us by the scores of thousands.

In planning this grocery department we have given first thought to the quality of the goods; nothing but the best finds or ever will find a place in our stock. Our next thought has been to see for how little we could sell the very best. Our prices and pleased customers (they grow in number daily) are ample proof of our unqualified success. It will be well worth your time to visit this department. It is beautiful and convenient in its arrangement, and offers you the choicest food stuffs from the world's best markets at savings not possible anywhere else.—*Lit Bros., Philadelphia, Pa.*

The clean, fresh and pure kind that will make your meals delicious and give the housewife an easy task in preparing it, because she knows it will be good. Prompt delivery is our hobby.—*Geo. F. Bitzer, Columbus, Ohio.*

Canned sliced peaches.—One pound cans of delicious California peaches, packed in an exquisite heavy syrup. One of the necessities for that picnic basket.—*McCaffrey's, Philadelphia.*

Salt, cheap as it is, needs watching. Why buy damp or soggy, hard or lumpy, coarse grained mixtures when the pure, dry, fine grained, free running article can be had at so cheap a price?—*James Butler, Brooklyn, N. Y.*

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Picnic goodies must be fresh and dainty to be toothsome and delicious. We make a specialty of luscious picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town.—*J. H. Snow & Co., Bangor, Me.*

Fancy crackers—biscuits.—There is always something new in this line—somebody making a new kind of cracker or biscuit all the time. Whatever is new, and is good, you'll find at Jevne's. Our cracker department is nothing small, you'd be surprised to know how many different kinds of crackers we carry. Some small delicious crackers that simply melt in your mouth. Good fresh soda crackers, too, and all the fancy kinds. Go to Jevne's for any kind of a cracker you want.—*H. Jevne, Los Angeles, Cal.*

Groceries for your cottage at the shore.—No need for paying the high prices usually asked at summer grocery stores. Our big grocery, with its crisp, ever-changing stock of fresh goods and its modest department store prices is at your service. Send in your order by mail and if \$5 worth of goods are ordered, we'll deliver them free at your station.—*Wise, Smith & Co., Hartford, Conn.*

For the Thanksgiving dinner, special efforts will be made to supply all the dainties suitable to the occasion. Here are a few hints.—*Carsley's, Montreal.*

Purest olive oil.—Every cook agrees that the purest olive oil is the best. The question is, which is the purest. We carry one brand—the "La Crescenta"—which we can vouch for as being absolutely pure. It is put up under our own supervision, so we know what goes into the bottles.—*H. Jevne, Los Angeles.*

If you have been a stranger to the flavor given by using Tone's spices, get acquainted. There is nothing but spice—no woody (perhaps poisonous) adulteration—just purity—just spice. The package keeps the flavor always the same as the day we ground the spice.—*Tone Bros., Des Moines, Ia.*

Picnic supplies must be fresh and seasonable to be appreciated on your outing. We make a specialty of picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town. Send your order: we'll fill it most temptingly.—*Dunning Grocery Co., Binghamton, N. Y.*

Does your butter suit you? Has it got a moldy, back number, aged sort of a smell that takes away your appetite for the other things on the table? Our

Riverside creamery butter will give an added zest to everything else on the table. It will create an appetite, not take it away. You'll have a hard time finding anything at our store that you won't like. We have to be extra careful, of course. We wouldn't expect success if we bought things in a hit or miss fashion. It's because we're careful in our grocery buying that you won't have to be careful with yours—just order your dinner from us—it will be all right. Our word for it—also our money.—*Whalen & Taylor, Battle Creek, Mich.*

Spanish sweet peppers with fried eggs are delicious. Cut the peppers in slices or round pieces and put in a frying pan in melted butter or good olive oil, and a little onion, if preferred. When the butter or oil is lukewarm, drop the pieces of peppers into the frying pan along with well-beaten eggs, frying until the eggs become more or less hard, according to the taste.—*McCaffrey's, Philadelphia, Pa.*

Home bakery and steam table. These two departments are a blessing to the ladies. They save you time, labor and worry. The finest pastry, bread etc., at our home bakery counter. Hot meats, side dishes, etc., ready to serve at our steam table. Mail orders. Just because you do not live in Denver is not a good reason for not buying from us and saving money. Write for a catalogue.—*The John Thompson Grocery Co., Denver, Colo.*

All our foods and groceries are fresh from the farm, the creamery or the garden, the packing-house, cannery or factory. The shortest cut from the producer to your table is through a *James Butler* store. It is also the cleanest, cheapest, most economical route—no rehandling or repacking. Better quality, fresher goods are not to be had. Then the price—if that concerns you—is always lower, for the simple reason that no other merchant buys so largely or so closely; nor can he afford to sell on the scant margin that is profit enough on our immense daily volume of sales. Thrift is the highway to prosperity and happiness, and every one of the *James Butler* groceries is an entrance to this pleasant road. Here are a few prices for the next three days that will interest every housekeeper who would rather save the pennies than squander the dollars.—*James Butler, Jersey City, N. J.*

Salted Jordan almonds, genuine Jordan almonds, salted specially for us by a lady who uses in salting our extra fancy creamery butter. Ours you'll always find crisp.—*Gedney's, East Orange.*

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That's certainly good coffee. Couldn't be otherwise if bought of Carvers. We have several grades, as a matter of course—some cheaper than others; but each one is the best any honest dealer can afford to sell for the money.—*J. S. Carver & Sons, Ogden, Utah.*

The best preserves and jellies. We have many kinds and varieties of fruit preserves, with a wide range of prices. The lowest priced are good—the highest priced the very best anywhere. Many are put up by women in their homes, with all the care and pride that a woman will take in her special work. Dainty for desserts or a fillip to appetite, they are admirable and economical.—*Abraham & Straus, Brooklyn, N. Y.*

Come here for your groceries. Our prices average fully one-fourth less than you would pay elsewhere for goods of same quality. Bring in a sample order and prove what we say.—*Gl. A. & P. Tea Co., Binghamton, N. Y.*

There are just as many different kinds of coffee as there are different kinds of people. Some good, some bad, some indifferent good, and some indifferent bad. Coffees are same way. We have great patience and skill in selecting coffee, for we have a coffee trade that is the best in Connecticut. The people we cater to demand the finest coffee in the country, and we realize that it is up to us to provide it.—*Newton, Robertson & Co., Hartford, Conn.*

The ordinary grocery store is often disappointing. Not so here. We always have something in our choice stock to tickle the palate of those whose appetites need forcing a little. To-morrow we have an unusually good lot of fruit, green vegetables, home-baked goods, staple and fancy groceries. Pay us a visit. 'Twill be mutually helpful.—*Cornell's, Binghamton, N. Y.*

The prime object of this pure food show, inaugurated to-morrow morning, and which will be the grandest, largest and most complete ever held in the West, is to make a proper exposition of all nutritious and wholesome foods. The demonstration and preparation of them will be done by experts, so that all will be able to witness practical and interesting tests. Many valuable ideas will be collected by those who attend and are interested in the scientific and beneficial use of foods according to health laws. Our entire fourth floor has been turned into a veritable fair, with its clusters of booths, its carnival dress and its buzz of busy workers. In connection with this grand pure-food show every depart-

ment of our store will conduct special sales. New stocks are arriving daily, so that unusually fine bargains may be secured. Special attractions will be announced daily. Watch the papers. During this show special prices will prevail on groceries and liquors.—*Prager's, San Francisco, Cal.*

Now is the time you are purchasing your supply of groceries for February. Just look over these prices and if you are asked more at your trust groceries give us a trial order. No matter what you may be told by the fellow looking for his big profit, our goods are strictly reliable and of the best quality; higher prices and smooth talk will not make their goods of any better quality than ours.—*The Bartlett Merc. Co., Leadville.*

The value of groceries depends on how good they are. If you buy a poor grade of groceries that you are unable to use, it doesn't comfort you very much to know that you got them cheap. If you buy your groceries from us you will have the standing assurance that everything is the purest and the best that can be obtained. You will enjoy knowing, too, that the price you are paying for them is as low as can be found anywhere—often lower. This hot weather makes the preparation of a heavy dinner quite a task. Telephone us, and we will make a few suggestions that will help you out. Our Herkimer County York State cheese is the best that can be obtained any place. Better try it the next time you want cheese.—*Whalen & Taylor, Battle Creek, Mich.*

These dainty, fresh, crisp graham crackers are unequaled as an every day article of food—ideal for lunch at picnics and parties. And the price—a supply for the summer may be had to-day at a good saving.—*Evans Bros., Wilkes-Barre, Pa.*

Sour Jumbo Pickles.—Big fellows, just as crisp as it is possible to have them and with a flavor that is all their own. You'll be sorry if you don't have some of these with you on your trip to the woods.—*McCaffrey's, Philadelphia, Pa.*

El Verde Grape Juice.—Put a few bottles in your ice chest—keep some there all the time. Then when you want a refreshing drink, when you want something to serve a guest, pour out a glass of this delicious, cool, grape juice—how you will relish it, El Verde grape juice is the best summer beverage you could possibly have; it is something different from what is generally served and it is absolutely pure.—*H. Jevne, Los Angeles.*

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A continuous feast of pure, fresh foods and delicacies is being set before our customers at prices so low that the daily task of supplying the household with necessities is changed for them into a perennial pleasure. Witness our specials for this week—potatoes by the basket at carload rates; the finest flour below present cost of milling (wheat is so high); hams and bacon at prices almost discouraging to the pigs; rice and prunes cheaper than you could raise them; and so it goes through our whole stock. Thrifty women are not slow to take advantage of these money-saving offers, and our stores are thronged more and more as appetites sharpen with the approach of winter.—*James Butler, New York, N. Y.*

Some grocers have to bait their customers with sugar to keep them in a good humor—just like a fellow does his sweetheart. The best bait that we have ever found was the best goods at a reasonable price; the best assortment to be found and courteous treatment. If you are a good liver you cannot make a mistake by giving us your business.—*Tony Hill Jonz, Denison, Texas.*

A sale of dainty appetizing edibles, just suited for the Lenten season. The prices are low, the quality the best in each instance. This is what makes the bargain-saving so rare.—*The Bronson and Platt Co., New Haven, Conn.*

Something good to eat! Follow the crowd to Puss and Tad's new, up-to-date grocery. Staple and imported goods received every day. We are here to stay, and will do our best to please you in quality, price and prompt delivery.—*Hannah & Holstead, Waco, Texas.*

Huntley & Palmer crackers. The famous cracker makers of London—but their fame is not confined to London, it spreads over the world. The daintiest crackers and wafers made come from the Huntley & Palmer factory.—*H. Jevne, Los Angeles, Cal.*

Pfeiffer's. When you want the best groceries leave your order at Pfeiffer's grocery.—*Pfeiffer's, Kenton, Ohio.*

It pays to buy good coffee. In our 28c J. & M. you get a coffee that combines strength and flavor. You can use less and get better satisfaction than with cheaper goods.—*S. S. Adams, New Haven, Conn.*

Did you taste that coffee at the lawn fete last night? Honor bright! Now wasn't it just excellent for 20c? Isn't it just as good as you have bought at 25c or more? New lot of that Santo and Rio Blend coffee in yesterday. It's so good

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for 15c. One pound is worth two pounds of package coffee. It's absolutely pure. Makes a rich delicious cup.—*Brunson's, Kenton, O.*

Baked beans in cans are handy at this time of the year. Open the can and they're ready and it's most likely every one in the family is partial to beans. We're sure they'll like these because they are extra delicious—plain or in tomato sauce.—*Lehman & Co., Trenton, N. J.*

We have welcome news for housekeepers in our prices of canned vegetables this week. All former figures are broken. Quality considered, the prices offered to-day have never been approached, far less equaled. Where other prices approach ours, the quality will be found so disappointingly inferior that comparison is out of the question. We buy and sell in such immense quantities that no other retailer can hope to compete with us. Ten thousand cases, or twenty carloads, furnish no more than about a day's supply when we make a drive on special prices, as we do now. We purchase by trainloads—often the entire output of the high grades—and not by the car. Buying so largely, we control the price, making sure of the quality, and far outstrip all competition. We offer customers for this week values that are peerless. Better be on hand early and get your share of the bargains.—*James Butler, New York, N. Y.*

We received yesterday a ton or more of extra fancy Oregon prunes. They are big, fat, fine flavor. We bought them to sell and they are going to be moved this week.—*Newton, Robertson & Co., Hartford, Conn.*

Eatable attractions are the features at our store to-day. The flag of high grade quality at low prices waves over our stock and we can please every buyer who wants to be economical.—*D. R. Kendall, Pueblo, Colo.*

Were we to tell you of all the wonderful values obtainable when marketing in our grocery store, it would take a page of type talk—we therefore have culled the following specials as typical of the hosts of others waiting your picking.—*Bloomington Bros., New York.*

Wanted—A woman, who after using our goods will not say that they far surpass anything she has ever used at far higher prices.—*Mills Tea and Butter Co., Springfield, Mass.*

Rich, juicy, sweet oranges. A car load just received by us. Remember, we can make low prices because we buy the quantity.—*H. S. Chase & Co., Des Moines, Iowa.*

Guava Jelly. A most charming and delicious jelly, made from a fruit grown in Cuba—the Guava. Its flavor is hard to describe—here's the flavor of the orange, the quince and the pomegranate combined—can you imagine anything more exquisite?—*J. A. McCaffrey & Sons, Philadelphia, Pa.*

Tea and coffee. A customer said yesterday: "You're harping a good deal on tea and coffee."

We know it.

What's the use of leaving good things alone. By no means are they the only good things in the store. Everything here is good. But somehow people kind o' judge a store by its tea and coffee.

We are willing you should.

Ask your neighbor. She knows about our tea and coffee and our other good things.—*The N. A. Moore Co., Indianapolis, Ind.*

Wouldn't you prefer to have your morning cup filled with rich, fragrant, delicious coffee than with a flavorless, tasteless, weak beverage? Why don't you? In our coffee department there's nothing but the pure, good coffee berry sold. We have Mocha and Java coffee at 40c the pound that makes a most delicious cup of coffee—and you pay that price many places for a coffee that is worthless. Ours is so skillfully blended, always fresh roasted—and it's pure.—*H. Jevne, Los Angeles, Cal.*

Canned corn, Indian brand. This corn certainly makes us friends. It is a small, tender, sweet Maine corn, natural in color and as near perfect as corn can grow.—*A. L. Knaur, Denison, Texas.*

Your Sunday dinner will be the better for a little shopping in our grocery department. Coffee that is best. One sip and then your verdict—if it isn't better than any you've been buying for the same price, no matter where, send it back.—*Fontaine & Angliner, Crookston.*

The biggest sale of its kind, covering the freshest, most wholesome, most "toothsome" canned fruits, game, fish and vegetables Newarkers ever tasted—the country's leading canneries gathered, selected and packed them, so we know they're best! Close, cash buying in car-load lots, at just the right time, gave us low prices no organization anywhere could get! And now we're turning over to you the entire stock, without a single reservation, at prices no store can beat, no matter what their claim! Remember every brand's put up under the packer's label—every can is guaranteed as advertised, or your money back.—*S. Scheuer & Sons, Newark, N. J.*

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A full house of choice, fancy groceries—the fresh kind. Poor groceries are dear at any price. Our store is clean. Our goods are pure. Our prices the lowest for the best, as we handle no other.—*Anderson Bros., Spokane, Wash.*

Every coffee drinker should read this. We want to bring before the public more prominently the delicious blends of coffee to be had here. We employ an interesting means to do this. Read our offer and take advantage of it.—*The Fair, Chicago, Ill.*

Dunlap's India and Ceylon Tea.—We are gaining ground very fast in the popularity of this tea; for lovers of tea with a heavy body it is unsurpassed. Comes in lead foil packages, thereby retaining all the flavors as grown in the gardens of Ceylon.—*Geo. M. Dunlap, Atlantic City, N. J.*

Don't pay fancy prices for rancid butter. You can find none better, at the present season, than our Mifflin County roll. The price, 18c per pound. Our sales reached 1,000 pounds last week, a saving to our patrons, in the aggregate, of \$112.00. Did you get some of the change we handed out?—*Green Front Market, Altoona, Pa.*

A reward for good hard work, honest dealing, a clean and well kept grocery and meat market is an increase of business and more customers. We think we have earned that reward, as the growth of our business shows it. We can always take care of one more. Try us and see for yourself.—*J. P. Cronin, Binghamton.*

Enjoy life while you live, for you'll be a long time dead. Man wants but little here below—except when it comes to the matter of eating, and then he wants plenty of it and of the very best quality, too. Every wife knows that our groceries fill the bill in every particular and that they are fresh, pure and wholesome.—*W. P. Hickman, Crowley, La.*

"This Gillies coffee seems to go further. The weight is full, the coffee rich, and even if it cost more per pound than I paid elsewhere (which it doesn't), it would still cost less per cup. As to body and flavor, I have never tasted a more delicious coffee."—*Gillies Coffee Co., New York, N. Y.*

If there is any business that needs quality injected in large quantities it is the grocery business.—*Lem Wright, Grocer, Knoxville, Ia.*

Don't use a white starch on black goods. Durkee's Mourning Starch, at 10 and 15 cents, is the thing.—*T. E. Burns Company, Knoxville, Tenn.*

Good tea is an aid to the digestion. Its fragrant aroma excites the flow of the digestive fluids. It softens food so that the gastric juices act readily upon it. Its warmth brings blood to the stomach. It promotes the assimilation of nutrition by the blood. It supplies food for the nerves and body. Its principal constituent is theine—a tonic that reinvigorates and freshens mind and physique. Good tea is an actual health benefit for women and children and men. Chase & Sanborn's Package Teas are good teas. They are the selected growth of the best tea estates of the world. They are made from tender, delicate top leaves and shoots of "hill-grown" tea.—*Chase & Sanborn, Boston, Mass.*

This week there is again "something doing" in the "best butter line." All spring we have been fighting the creamery and dairy force of the country for lower prices. The combine is powerful and stubborn, but we broke through their defenses a few days ago, when we smashed the price to 27 cents a pound. The ten carloads we offered at this figure melted away like snow in July before the eager demands of our customers. But other purchases have arrived—this time the "Cream" of the Western product, fresh and fragrant as the first breath of spring, although the quantity is not half what we expected. These shipments are now being distributed to every store. We won't stop to reckon the cost, but will gladden the hearts of all our customers and of every housekeeper within reach of one of our stores by keeping the price at 27 cents a pound. We are content to lose our profit if we can break up the "high-price" combination. So call around this week. Better butter is not to be had in any market.—*James Butler, Jersey City, N. J.*

Tea experts have to look and taste a number of times before they're satisfied. We think, however, that you'll be well satisfied with one taste of our teas.—*J. R. Terall & Co., Raleigh, N. C.*

A cup of Mocha and Java blended in the right combination and of choicest picking, makes an aroma richer than all the perfumes of Arabia, and a beverage that for flavor, body and deliciousness is unexcelled. Our coffees are unadulterated and of the choicest quality, and our teas are a dream of luxury for the palate.—*J. S. Carver & Sons, Ogden.*

Our sale of pure foods is well worth your thoughtful attention—mince meat, of course, the pure kind; relishes, condiments, flour, sugar, coffee, teas, spices—all the staples and all the luxuries you

can think of—many you may not call to mind. Our goods, our service, our prices are right in line with those of the best groceries in the land.—*Bergen Center Market, Jersey City, N. J.*

Our butter, eggs and produce suggest the rolling meadows, the country farm and the fertile fields. These things come from farmers who know how to raise them to perfection. Like all other things in this excellent stock of groceries, they are fit for the best tables, and will be appreciated by those who know what good food is.—*The Star Grocery Co., Logan.*

Butter Oration.—Tell everybody about this butter, because it's worth telling about. If you are lucky enough to buy it, you know what it is. You know it's pure and sweet and wholesome. You know it is made by people who know how to make good butter. If you don't know about this butter, just take our word for it, it is the best butter in India to-day.—*S. M. Dairy Co., Bijapur, India.*

Preserved rose leaves in the model grocery store. Is that not the personification of delicacy in foods? We lead with this item merely to call attention to the fact that while we sell hams, bacon, flour, canned corned beef and the like staple, ordinary kinds of foods, they are not sold in the ordinary way, nor are they ordinary hams, bacon, etc., and that at the same time there is not a delicacy in the world we've heard of that cannot also be purchased here at particularly moderate prices and handled in particularly dainty style. It's a dainty as well as comprehensive, appetizing and low priced store. Preserved rose leaves, a novel dainty from Turkey, good addition to the afternoon tea, 24c a tin.—*Abraham & Straus, Brooklyn, N. Y.*

Be careful of what you eat.—Particularly in the summer—as poor and impure foods in the warm season very quickly result in a siege of sickness. The safest plan is to have "The Big Store," Pittsburg's great pure food mart, supply all your grocery wants. You can order by 'phone just as well as in person—and we'll always assure you of the highest satisfaction—and, too, guarantee to save you considerably. The appended list is ready proof.—*Kaufmann's, Pittsburg.*

We cordially invite our friends to call and inspect our line of new and up-to-date groceries. Courteous treatment and prompt delivery will make you a steady customer. Our prices are as low as first-class goods can be sold for. Visit our store and we are sure you will come again.—*Bliss Grocery, Wooster, Ohio.*

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Is it not sensible to buy your eatables from a clean store? Many people deal here because this store is absolutely clean. This is an excellent reason—But there are others! Many buy here because we save them money. The following partial list for to-day's selling will save you money. If not already a customer, call to-day and look our grocery department over.—*Emery, Bird, Thayer & Co., Kansas City, Mo.*

Highest honors at St. Louis exposition. Old-time dairy methods produced a butter that was sometimes good—more often not. No uniform product was possible. Twentieth century creamery science gives the consumer the perfect butter. Gold medal creamery butter is the finest butter made—no better butter is possible. The cream is pasteurized that it may hold no harmful germ, and every care taken, from start to finish, that the butter may be uniform in quality and always best. Indeed, it is so good an air-tight and odor-proof package is used to protect it, so as to bring all the goodness from the creamery to you. 500,000 people in Connecticut are now eating Gold Medal butter. Are you one of them?—*Dillon & Douglass, New Haven.*

Groceries for the quality-cupboard at sharp savings.—Our strict scrutiny of quality prevents any other than best getting into our grocery and wine stocks at any time, so when special prices are quoted they mean more to the careful buyer than "ordinary bargains."—*Bloomington, New York.*

Butter! Butter! Butter that's butter. Butter at prices better than the other fellow's butter. Get your good butter at *Howard Bros., Denison, Texas.*

A chapter about cheese. We make a specialty of fine butter and cheese.—*Croft's Market, Binghamton, N. Y.*

Fancy groceries.—Many of our customers do not seem to know that we carry groceries as well as meats. We wish to emphasize the fact that our stock of strictly high-grade groceries includes everything the fastidious housekeeper could desire. Teas and coffees, pickles and relishes, fancy crackers, canned goods, etc., and each is the best of its kind.—*Washington Market, Scranton, Pa.*

Our coffees are all rich, full flavored and aromatic. Pure blend represents a standard of excellence. The women of St. Ann's parish, Brooklyn, who served this famous Russian Samovar Tea, praise its high quality. The only botan-

ically blended tea in America, sold in the interest of the consumer only in the original sealed packages from 60c up to \$4.00 per pound, in 1-4, 1-2 and 1 lb. packages; you will never know the real luxury of a cup of tea until you have used Russian Samovar tea. As to economy, it is sufficient to mention that one ounce of this tea produces 20 cups.—*Chapman & Co., Brooklyn, N. Y.*

Quality counts. Yes, quality counts, every time. This is amply demonstrated in the rapidly increasing sales of our Capital Brand butter—the best butter ever made. We take especial care to keep our creamery clean. Come in and inspect it any day. We use only the best cream from high-grade dairy cows—ask our dairymen, we'll furnish you their names. We use only modern machinery, kept scrupulously free from impurities—you can see it, any time. Our workmen are experienced—our price is right. Can these reasons account for our butter's popularity? We think so.—*Capital City Creamery, Salem, Ore.*

Tempting grocery offers. Some of the specials that make this the most interesting grocery store in the city. All the world contributes to it, sending to us the most famous, most likable edibles of each country—at prices that permit every one to enjoy the delicacies that only the few used to enjoy.—*Abraham & Straus, Brooklyn, N. Y.*

Butter fresh from the best dairies. Pure and sweet, the product of some of the best managed dairies in the country. You'll be interested in the low prices as well as in the goodness of the butter. Phone us an order, try it, and you will order more.—*Alex. Cooper, Winnipeg.*

Good butter. Our Rose brand of dairy butter is day after day and week after week being placed on the table of an ever-increasing number of homes in the city. We do not claim for this butter that it is the best thing in butter that ever happened, but we do claim that it is without doubt (in this season of high butter prices) the best butter value in the city for the price. Our Prairie brand of creamery is put up in one of the best creameries in the East, shipped to us in 56-pound boxes, and in our own clean, bright, marble-countered, up-to-date butter room, it is cut into pound bricks, nicely wrapped in parchment paper and is ready for your table. Try our butter. We think it will please you, and we know it will save a little money for you.—*Gibson-Gage Co., Winnipeg, Can.*

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GROCERIES—FLOUR

Sylph flour in plenty now ready.—In our announcement the other day concerning the supply of Sylph flour we promised a plentiful supply in a few days. That promise has now been fulfilled. Five carloads have arrived and more is on the way. Our plans comprise orders for the delivery of two carloads a day until further orders. From the rate at which the sale of this superb flour is increasing we do not expect even to reduce these orders, but rather to make still heavier demands on the mills.

We owe the public an apology for allowing ourselves to run out of Sylph flour, since we made such exhaustive tests before advertising this flour that we knew it to be the very best. We should therefore have anticipated the demand. However, we are proud of the record that Sylph flour is making and will not allow ourselves to run short in the supply again. We repeat what we have so often said, "Sylph flour is the best, without qualification."—*Day & Bailey Grocer Co., Memphis, Tenn.*

Gluten goodness. The truly nourishing part of flour is the gluten and phosphates. These are often lost, or impaired in the process of milling, but they are preserved in the highest efficiency in Angelus flour which we mill, by a special process of our own, from the best hard spring wheat. That is what makes Angelus flour so rich, and enables it to yield the purest, whitest, most fragrant and wholesome bread and biscuit ever eaten by mortal. If you have not yet tried this flour there is a great treat in store for you.—*Thompson Milling Co., Lockport, N. Y.*

A substantial foundation upon which to build a good, healthful body and a vigorous mind is in using discretion as to the bread your family consumes. This is the main article of food and for that reason should be of the best quality. To get that best quality all that is necessary is to insist upon your grocer sending you Elect Flour.—*B. B. Busby Co., Memphis, Tenn.*

About a year ago we thought we were doing well to sell one hundred barrels of Henkel's flour each month, but since the ladies have learned what excellent light bread and delicious pastry can be made with Henkel's, we are selling over

1,000 barrels a month.—*Newell & Truesdell, Binghamton, N. Y.*

Boyer's "Silver King" Flour at four dollars a barrel.—This most excellent flour is the housewife's pride. We get all kinds of compliments about it. This special price is for strike times and may help out where "economy is the law."—*Boyer's, Scranton, Pa.*

How can we emphasize sufficiently the goodness of Henkel's, so that you will order a sack, next time in preference to any other. Henkel's flour is so good for bread, biscuits and pastry, that many housewives will use nothing else after trying Henkel's.—*Newell & Truesdell, Binghamton, N. Y.*

Sylph flour makes biscuits better than the best king on earth is entitled to, and pastry that would melt the heart of the most critical queen.—*Day & Bailey Grocer Co., Memphis, Tenn.*

Best flour on earth is our best flour. There is none made anywhere that is superior to it in any respect. It makes the finest, flakiest, whitest bread; the lightest biscuits, the most brittle and appetizing pie crust; the most superb cake. Try it and you will be convinced.—*The Globe, Peoria, Ill.*

It is bound to strike you that there is better flour than that you have been using when once you see the results obtained by your neighbor who bakes with the Royal Gem brand—less flour, more and better bread indicate the cause of your dissatisfaction. Why not follow her wise example and use Royal Gem flour?—*Perkins Grain and Milling Co., Sacramento, Cal.*

Dickson's Best Patent Snow White flour is wholly unlike any other flour ever milled. It's better, unquestionably better. No other brand imparts to the bread a taste so appetizing; no other makes lighter or more wholesome bread. *Dickson Mill and Grain Co., Scranton.*

There's a best in everything and the best of bread is that made from Olympic flour. We don't claim Olympic is best without having good grounds to make our claims on. No other miller gives the close expert attention to the details of flour manufacture that we do. Our machines are new and modern and use only the best Washington wheat.—*Portland Flouring Mills, Spokane, Wash.*

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Spring wheat flour makes wholesome, nutritious bread. Winter wheat flour makes light, white, delicious bread. Neither makes perfect bread, but Beaver flour, a blend of Manitoba spring wheat, and Ontario fall wheat in the right proportions of each, makes perfect bread—whitest, most inviting and nutritious. Beaver flour will make your baking successful.—*T. H. Taylor Co., Charlottetown, Can.*

A perfectly "balanced" flour is one which contains the greatest amount of nutriment in its most easily digestible form. No single variety of wheat will produce "well balanced" flour. It requires the careful selection of different kinds. The makers of Royal Household flour have more than a hundred elevators scattered throughout the greatest wheat growing country in the world, which enables them to secure the very pick of the wheat that will yield perfectly balanced flour. The kind of flour that produces the best, the largest and strongest loaf. The loaf which contains the greatest amount of bone, muscle and brain-making protein and the lowest percentage of waste. Royal Household makes bread which reduces the labor of digestion—and gives greatest nutrition for least stomach effort. It's the "balance" in flour that makes bread easier to digest and gives it many other qualities which are usually attributed to other causes.—*Ogilvie's, Quebec, Can.*

It is very strange "to say the least" how the people appreciate a good thing. If you want to know where you can find a good thing in the way of a bargain, just simply follow the crowd to the Plymouth Public Market next Saturday and see for yourself. On Wednesday of next week we shall have one of the greatest bargains in flour that Plymouth ever saw. For that day only we shall sell one of the nicest flours on the market for 69 cents per bag. Come early and get the whirlwind before it is too late.—*Plymouth Public Market, Plymouth, Mass.*

It isn't "knack" that makes the bread and rolls good, it's good flour, such as "Ceres" Flour. You can always count on turning out the lightest, sweetest, purest bread and rolls and the most delicious cake and pastry when you use "Ceres" flour. It is the real quality flour—the flour that is recognized as best by all competent judges. Try "Ceres" the next time you bake. Your grocer will supply you with "Ceres" flour. Refuse substitutes.—*Wm. M. Galt & Co., Washington, D. C.*

GROCERIES—FLOUR

The house of quality. The Delmonico invites every housekeeper in Savannah—regardless of where she usually trades—to take advantage of its enormous line of delicacies. You are sure of quality when you buy here—there is no element of chance—but an unquestioned certainty. Many food products cannot be judged until they reach the table, hence it is desirable that you be certain of the quality of things making your feasts. That certainty is yours when your foods come from Savannah's pure food store. Our service is replete with all pleasure-giving features. Our prices are just as low as goods of the same quality can be sold. It's real economy to use pure foods—it's folly not to use them when they cost no more.—*Delmonico Co., Savannah, Ga.*

Royal Household flour. Your protection comes from us. We make it, know its goodness and guarantee it to both you and the grocer. It is always sold under our name and trademark, so you cannot go wrong. Ask your grocer for Royal Household flour. It's the key to better living.—*Ogilvie Flour Mills Co., Ltd., Montreal, Can.*

The Levy Grocery Co. undersell all others. Just received new and complete line jellies, preserves, etc., in glass jars. Fresh comb honey, one pound squares. Best goods at bottom prices.—*El Paso.*

Our grocery sales are always on the increase; each month has been better than the last. If you are not already dealing with us you do not know how well we can please you in quality and satisfy you in quantity. We look after the buying end so well that when we send out orders we are sure we can please. Prompt delivery.—*The Carrow Cash Market, Ottumwa, Iowa.*

Germ and weevil proof graham flour, pancake flour, entire wheat flour, rye flour, self-raising pancake flour, white corn flour. Prepared by the celebrated Everett process. We do not hesitate to recommend these flours to make the most delicious bread and cakes and to be superior to all others, every package contains a little book of recipes. You get a profit dividend certificate with every purchase.—*McKinney & Co., Binghamton, N. Y.*

Every one's favorite. There's no flour that has such a strong hold in the homes of Washington as Olympic flour. Its splendid bread-making qualities have won for it this position of trust.—*Portland Flouring Mills Co., Spokane, Wash.*

GROCERIES—VEGETABLES

Canned vegetables.—The freshest of everything, carefully prepared to retain the flavor that nature gave it.—*Mitchell, Fletcher & Co., Philadelphia, Pa.*

New vegetables, too. Plentiful and fine, if you buy right. We're extra particular about the vegetables we buy; some farmers think we're cranky, and some dealers do, too. Anyway, it's a crankiness which gives our customers better goods than they'd get if we weren't particular in our buying, so you'll probably not worry over that. These in now—new potatoes, cabbage, egg plants, tomatoes, lettuce, and whatever else makes its appearance in the market. Luscious strawberries, fine pineapples and rhubarb. All at lowest possible prices.—*Philadelphia Grocery Co., Trenton.*

Fresh vegetables are gone now. This is the season for canned goods. For the best try ours.—*Tappan & Co., Atlanta.*

Our canned peas are equal to those direct from the garden, and all you have to do to find that out to your own satisfaction is to try them. We will sell for a few days our highest grade canned goods at wholesale prices.—*The Lothrop Co., Hartford, Conn.*

"The pick of the garden." That is what you will likely say when you try some of our just unpacked fresh canned vegetables. We have just received a carload fresh from the factory. They are the nearest approach to the just-from-the-garden vegetables that art and skill can produce.—*W. N. Burgess, Colorado Springs, Col.*

Several thousand cases of high-grade vegetables, fruit, fish, etc., at a very great saving. The prices are even lower than those we quoted last year for the annual sale, and the emporium's absolute guarantee for purity and perfection of pack is behind every can. It is advisable to lay in a supply of canned goods for months to come, as it is highly improbable that these prices will be duplicated again this year.—*The Emporium, San Francisco, Cal.*

We've built a reputation by selling only fine, fresh fruits and vegetables. We maintain our reputation by scouring the country for the best products that are grown with which to fill our customers' orders.—*Althouse Fruit Co., Los Angeles, Cal.*

Fresh vegetables daily from South Texas. The winter has been so warm they are extra fine. You had better eat a little green stuff, so you can shed off in the spring.—*Tony Hill Jonz, Denison.*

Fresh Roasting Ears are rare at this season, but we have them as fresh as when pulled from the stalk. You will like this corn much better than the ordinary canned corn, as it is on the cob and has all the flavor of freshness of sweet corn.—*W. N. Burgess, Colorado Springs, Colo.*

These are the best of the canned goods. Tomatoes. There are a great many brands of canned tomatoes—some good—some indescribably poor—some in well-filled cans—some very thin and watery. To get the best quality means careful market-searching. That's what we have done. We have secured a limited quantity of extra fancy, red, ripe tomatoes, put up as nearly whole as possible—some of them may be used for stuffed tomatoes—and every can well filled. We recommend these tomatoes to you at 15c. can, \$1.65 a dozen. Buy your winter's supply of them, and you will not regret it.—*W. W. Walker Co., Hartford, Conn.*

For this special market day at Lehman's we've prepared some very special offerings. They ought to equal last week's in desirability, and last week's made a record for themselves. We did an enormous business, especially in vegetables. At our prices we had no competition, nor could we have any. Come on Tuesday and get more bargains. Keep in mind our suggestion that you send us word of the things you'd like us to make specialties of during our special market days. We shall only be too glad to do what our customers want; that's what we're here for, and we know no better way of finding out than by asking. We've already had quite a number of answers to our first suggestion; we shall be delighted to have others. Address suggestions to Lehman's talker.—*L. Lehman & Co., Trenton, N. J.*

People come to our store for fresh vegetables because we usually have a variety to select from. Spinach, mushrooms, egg plant, cucumbers, Boston lettuce, tomatoes, parsley, watercress, celery, also sweet potatoes.—*D. L. Bradt's, Rome, N. Y.*

GROCERIES—VEGETABLES

GROCERIES—FRUITS

We think our strawberries are generally the best in the city. At least, our customers say so. This week we receive them fresh every day from the berry fields. Let us have your order, for we know our stock will more than please you.—*John E. Angle, Mansfield.*

Have you been disgusted? Have the strawberries been mussy, the oranges punky, the bananas snippy or the grapefruit footbally? Try ours once. They are the other kind. Notice to invalids—new hothouse grapes are here from England.—*J. B. Judson, New Haven, Conn.*

Poor Season.—Two college students were once traveling through the New York fruit region, just as pears were ripe. One evening they stopped at a farmhouse where there were luscious and inviting pears. At the supper table their host asked them, "Will you have pahr or apples?" One of the students was very precise, also polite. He would not say "pahr" and he could not hurt his host's feelings, so he took apples. The other one took "pahr." We don't care whether you call them pahr or pears—we've got a lot of fine ones for canning—New York Duchess pears, big and sweet and delicious. \$1.25 a bushel gets them.—*The Globe, Peoria, Ill.*

Oranges. If these oranges had not been extra good, and if we had not been possessed of a big lot of them, we should not have made such a halloo about 'em. If you haven't secured any you want to move lively, or you'll not get the chance. They're going!—*W. W. Walker Co., Hartford, Conn.*

No one thinks of upholding Mother Eve in her action on the apple question, but if it was an Oregon Spitzenburg the temptation was certainly very great. This fruit is the perfection of apple production. It is packed in boxes like oranges and costs more than the best of the latter; is not sold by the bushel or quart. We have been out of them for a few days but will have them regularly now as we have a supply of them in cold storage.—*J. B. Judson, New Haven.*

The berry season is at its height, the berries in their prime and the price low. We are well stocked with the choicest.—*Knaur, Denison, Texas.*

Buying is the important thing in the fruit business, and our patrons have

learned to depend upon us to supply them regularly with good fruit. Just depend upon it all the time, that you will find something nice to start the breakfast each day at this store.—*J. B. Judson, New Haven, Conn.*

Half the fruit you buy isn't good fruit. It is either over ripe or not ripe enough. All our fruit is in perfect condition and fit for immediate use. It has been gathered at the right moment and properly protected from contact with anything injurious. Being constantly fresh, it is of most delicious flavor.—*The Star Grocery Co., Logan, Utah.*

Dried apples, the old-fashioned sundried kind. They are good ones, too.—*Cobb, Bates & Yerxa, Taunton, Mass.*

Much of the pleasure of the Sunday dinner depends on the quality of the fruits and vegetables. Our assortment is always the largest and selections the best.—*Fontaine & Anglin, Crookston.*

Where fruit abounds! In Fredericton you will find this store the headquarters for all kinds of fruits. From the sunny South we are receiving shipments of fruit almost daily; the best of the season of every variety. We make it a point to handle the best of quality. That's the reason we have built up such a trade, not only in fruit but all our other lines. We are following the market closely and our prices are right at all times. When you want fruit remember this store.—*E. G. Hoben, Fredericton, N. B.*

How about peaches? Better put up some. All canned goods are quoted much higher than for years. All orders given us up to Thursday morning will be filled at 90 cents per bushel for the finest grade of Elbertas. If you want cheaper ones we have them. We do this 'cause we are selling peaches you're wanting at prices you're tickled to pay.—*Tucker-Jonz, Denison, Tex.*

Golden Gate canned fruits. This brand of California canned fruits is well known for its exceedingly high quality. The fruit that is put into the can is perfect fruit, and it is put up in a very heavy syrup, making a quality of canned fruit that is absolutely unapproachable. Let us show you the goods and give you our price by the dozen or case.—*Newton, Robertson & Co., Hartford, Conn.*

GROCERIES—FRUITS

COFFEE, TEA AND COCOA

Coffee. If your morning cup doesn't taste right, don't blame the coffee; sometimes it's the cook's fault, sometimes the coffee pot. If conditions are right, you won't make poor coffee with our "Supreme Blend," which for strength, richness and aroma cannot be surpassed.—*George Lockitt's Sons, Brooklyn, N. Y.*

Teas, for instance. Teas that require less for a drawing; kinds that give the true tea-flavor; and for what inferiority has heretofore cost. And what is true of teas is equally true of coffees and spices and a good many other things—*Simpson Crawford Co., New York.*

It is not talk, or boast, or guess, for "Ye Old Home" Coffee makes its own success. Note the investment. Four pounds for \$1.—*Bresnahan Grocery Co.*

Trenton's greatest gift givers. The "Cup o' Kindness."

It strengthens and cheers,

Nor causeth to stumble;

It's welcomed alike

By the great and the humble.

—*Muschert, Reeves & Co., Trenton, N. J.*

Start the day right and everything will run smoothly. The proper way is to start with a steaming cup of our 30-cent blend coffee. It is always uniform and bound to please. It will make the husband look pleasant at the breakfast table. It will keep the wife in smiles all day long. It will keep the children out of mischief. When you want coffee, think of *Chase Bros., Des Moines, Ia.*

Found. A place has at last been found where a high grade tea and a fine-flavored coffee can be bought at a moderate price. No premiums. No presents. No trading stamps, but your money's worth of tea and coffee.—*Heroy, Trenton, N. J.*

Unparalleled Thursday bargains fetching attractions for provident spenders.—*Mendel & Freedman, New Haven, Conn.*

Plasmon cocoa, 55 per cent. Plasmon builds up—does not tear down like coffee. You can drink all you want of it and always feel the better for it.—*Plasmon Co. of America, Rochester, N. Y.*

We pride ourselves on not selling tea at less than 50 cents a pound, because that's as low as good tea can be sold. The cheaper the weaker it is and the more you need. A pound of our finest quality

80-cent tea will make more than twice the number of cups of tea that a 40-cent tea will and besides you get the fine flavor where you get a rank flavor in the cheap tea.—*Hendt, Kenton, Ohio.*

Every grocer in America will tell you he has good coffee. Every grocer in Owensboro will tell you this, but no merchant will look you in the face and say his coffee is better than Chase & Sanborn's coffee. He may muster up courage and say his coffee is "just as good," but he stops right there.—*The H. B. Phillips Co., Owensboro, Ky.*

The tea and coffee store opened Friday. It was more than an opening—it was a rush-stock sent here for a week's selling exhausted in a single day—but there are immense stocks where the supply came from. The Empress Tea & Coffee Co., who conduct the department, owns and operates its own plantation. Sells to you direct—that's the little price secret. A new supply will reach us for to-morrow's selling and the same low prices and high qualities that brought you here in thousands opening day will bring you again.—*Boston Store, Milwaukee, Wis.*

Great Atlantic & Pacific Tea Co., Muncie, Ind., give for two days a handsome china vase to every purchaser of 50 cents' worth of certain specified goods.

Many years ago on the island of Java the government controlled the plantations which produced the best coffee. But since that time the private plantations have been improved to such an extent that they now produce better coffee than was ever grown on the government plantations. The Milanola plantation is one of the best in Java. The coffee produced there can be bought for 35c. pound only at — *M. C. Dingwall's, New Haven.*

Loeser coffee. As soon as Loeser coffee became a regular feature of store service, served in the restaurant, people began asking us to put it up for home use. It is a blend which we decided upon after much experimenting, as being most unvaryingly successful in producing perfect coffee. And because of the critical attention to its proper "ageing," Loeser coffee is specially sustaining and wholesome, as well as clear, rich and fragrant. Try a pound package at 30c. You will come back to order a 5-pound screw top canister.—*F. Loeser & Co., Brooklyn.*

COFFEE, TEA AND COCOA

Coffee for camp. Take plenty—people seem to drink fabulous amounts of coffee out of doors, and nothing is so grateful after an all day tramp or fish. Loeser coffee—well known in the restaurant—comes in convenient five-pound canisters with screw top. Every ounce tells, because of our care in blending and our insistence upon the proper age of the coffee for flavor and quality. Hence Loeser coffee is more sustaining, more fragrant and more economical than most coffee bought in this country. It comes in the bean, ground and pulverized.—*F. Loeser & Co., Brooklyn, N. Y.*

Good coffee possesses a direct beneficial action on the system. Just as well grown nutritious celery is said to supply the brain with phosphates—food for the brain cells—while poorly grown celery has no such effect. So it is with good, well-cultivated, well roasted coffee. Such coffee supplies the nerve centers with an element that feeds the nerves—tones them up—makes them strong. Since the nerves control every function of the body, good coffee benefits all the organs of the body, gives you a strong mental grip, and helps make your success. But poorly grown—badly roasted coffee does not possess this beneficial effect, and has absolutely no beneficial action on the nervous system. Seal Brand coffee is good coffee. It is rich in the nerve feeding element. A cup of Seal Brand coffee is beneficial to health—it feeds the central nervous system—its rich, delicious, creamy taste and fragrant aroma make it a most delightful beverage.—*Chase & Sanborn, Boston, Mass.*

Now when sultry summer breezes intensify your thirst and ice water fails to relieve it it's time to try our tea, iced. Its rare flavor and invigorating qualities make it pre-eminently the hot weather drink. Black and green blended specially for making iced tea; 50c. a pound. We have all the other iced beverages and you may take your choice, but after trying our tea iced you will never willingly be without a supply.—*W. A. Reichard, Wilkes-Barre, Pa.*

Iced tea is a very healthful drink if properly made—and good tea. And it isn't necessary to pay a big price. Some of the most particular tea drinkers declare that our 50c teas have that smooth, rich, aromatic, just-strong-enough flavor equal to the grade sold elsewhere at 75c. It is delicious and very refreshing when iced.—*W. A. Reichard, Wilkes-Barre, Pa.*

Iced tea weather. While many teas are fairly palatable when steeped, good teas alone produce an entrancing cup when iced. The better quality teas, like

caricol, have no such acrid, herby taste as the inferior sort, and icing makes or unmakes a tea.—*Thos. Martindale & Co., Philadelphia, Pa.*

The tea you buy somewhere else was probably just as good tea originally as my tea. But tea that is constantly exposed to the air loses strength and that delicate flavor and aroma without which tea isn't tea at all. Tea exposed to contact with green groceries absorbs their taste. That isn't the way I keep tea. Buy your tea here and note the difference.—*J. A. Early, Waco, Texas.*

Fresh and fragrant choice and Japan, are the teas we offer you. If you have a particularly fastidious tea taste, we wish you would try our tea. You can't help but like it. It is made from fresh, tender young leaves, carefully prepared. We make a specialty of tea and coffee. We always have our eyes open for the best. You don't need to know anything about tea to tell the quality of ours.—*E. E. Nichols, New Haven, Conn.*

Fancy new crop Formosa Oolong teas. It is the policy of this store in the matter of tea, as in all other goods we sell, to give the best possible value for the money. When we make a statement about our teas, we are prepared to back it up with goods that do credit to the claim we make. No particular sensationalism about our tea sales, but the quality is there, the value is there and observing buyers usually come back for more. To-day we are talking about a special bargain in Oolong as a farewell sale for the old year. A new tea—tasty—good strength and fine flavor. It is well worth what we usually sell it for, namely, 50c. pound. To-day we will cut out the profit and let you have all you will take of this fine Formosa Oolong tea for 35c. lb., 3 lbs., \$1.00. The more you buy the better you will be pleased.—*Newton, Robertson & Co. Hartford, Conn.*

Considering the cost. There is absolutely nothing that you can have on the table that will afford as much comfort and satisfaction as a cup of Maxwell House Blend coffee. If you have never used it, you have never realized in its fullness what real coffee means.—*Cheek-Neal Coffee Co., Houston, Texas.*

A treat for coffee drinkers. Baker's Barrington Hall steel cut coffee is without an equal. By the method of cutting it is free from coffee dust and chaff, taking away the bitterness. The particles are uniform in size, improving the flavor. It is the ideal coffee. Try a can. Try our Monogram tea.—*Alex. Campbell, Denison, Texas.*

COFFEE, TEA AND COCOA

SOAP

Fairy soap makes white hands and faces. No other toilet and bath soap has the cleansing qualities, the handy shape, and the lasting purity of Fairy Soap. It is pure white and remains so as long as it lasts. The price is but 5 cents—each cake wrapped and packed in a separate carton.—*The N. K. Fairbanks Co., Chicago, Ill.*

For more than a hundred years Pears has remained ahead of a thousand others.—*Selected.*

The odor left by a highly-scented toilet soap is not agreeable to most people of refined tastes. A delicate perfume may be used after an Ivory Soap bath with much more pleasing effect. Ivory Soap is so pure that it leaves only a sensation of perfect cleanliness.—*Selected.*

The morning bath starts the day right, makes the skin glow with health, gives that comfortable feeling of perfect cleanliness, if you use Woodbury's Facial Soap. Scientifically adapted to promote and preserve delicacy of the complexion. Stimulates the pores, tones up relaxed muscles, puts the skin in pink of condition, smooth, firm, clear.—*Selected.*

Don't break your back rubbing clothes when you can avoid it so easily by using Easy Task Soap. A pure white article made of only the best material. It requires no rubbing or boiling. Your clothes will last longer too.—*The Hewitt Bros. Soap Co., Dayton, Ohio.*

For infant or adult there is no soap as good as Ricksecker's soap for the skin and complexion. Being absolutely pure and free from all injurious substances, there can be no harm from its use. Doctors throughout America use and indorse this famous soap. Price 25c a cake, or 65c per box of three cakes.—*Off & Vaughn Drug Co., Los Angeles.*

Sleep cannot be imitated except in appearance, neither can Ivory Soap. There are other white soaps that look like Ivory soap, this is a penalty which it pays for its great success. But do not be deceived, there is only one Ivory, the others are imitations that fall far short of its perfections.—*Selected.*

Lifebuoy Soap is more than soap, yet it costs no more, for while it cleanses

thoroughly it also disinfects—purifies—at the same time. As electricity gives light as well as power, so Lifebuoy Soap cleanses as well as destroys the unseen germs of disease. Ordinary soaps merely cleanse but do not safeguard health by destroying the germs of disease as Lifebuoy does. Buy a cake from your dealer, use it all up, and if it does not do all we say, he will refund purchase money promptly.—*Lifebuoy Soap ad.*

The sweetest thing on earth is the face of a little child. Its skin is exquisitely delicate, like the bloom of a ripe peach. Imagine washing a peach with colored and perfumed soap! Next to pure water, Ivory soap is the purest and most innocent thing for a child's skin. No chemicals! No free alkali! Just a soft, snow-white puff of down, which vanishes instantly when water is applied.—*Proctor & Gamble Co.*

Are there blemishes on your skin? Pimples, rash, clogged pores, black heads or freckles? They can be removed permanently. Craddock's Medicated Blue Soap heals and keeps smooth and soft the most sensitive skin. In fact, it is the only soap that is sold under a positive guarantee to cure any and all skin diseases. Craddock's is "the soap that soothes."—*Selected.*

The daintiest soap made is Hand Sapolio for toilet and bath. Other soaps chemically dissolve the dirt—Hand Sapolio removes it. It contains no animal fats, but is made from the most healthful of the vegetable oils. It opens the pores, liberates their activities, but works no chemical change in those delicate juices that go to make up the charm and bloom of a perfect complexion. Test it yourself. The fame of Sapolio has reached far and wide. Everywhere in millions of homes there is a regard for it which can not be shaken. Sapolio has done much for your home, but now for yourself—have you ever tried Hand Sapolio, for toilet and bath? It is related to Sapolio only because it is made by the same company, but it is delicate, smooth, dainty, soothing, and healing to the most tender skin. It pleases everyone.—*Selected.*

SOAP

BREAD AND CAKE

Blobbs—"Newlywed's wife is a cooking school girl, and she has been feeding him on angel food."

Slobbs—"What effect has it had on him?"

Blobbs—"Well, I think he has rather given up the idea of ever becoming an angel."—Philadelphia Record.

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Couldn't Have Been Him.—Lady—"I'm sure you're the same man I gave a loaf of home-made bread to yesterday."

Tramp—"It wasn't me, madam. I never felt better in my life."

The best cure for dyspepsia is pure bread, well made, properly baked. The bread that is made by this bakery is perfect bread made of the best flour, seasoned just right, thoroughly kneaded and baked to perfection. Try it.—*Elm City Bakery, New Haven, Conn.*

Our Butternut bread is splendid bread. If you have never tried it you can't tell. It is a firm, fine-grained, white bread and the crust has that rich, golden brown color which always shows the qualities of a good loaf of bread. From your grocer or the maker.—*Russell-Spaulding Co., Binghamton, N. Y.*

Not the result of chance! Good bread is not made by chance. Boyd's bread is good every time. We know just what to expect every day. So do our customers. We have a larger number of satisfied customers than any other house in Canada. Care and cleanliness is our motto, and you see it in every loaf of bread.—*Boyd's, Winnipeg, Can.*

The child's delight is a dainty mouthful of good and wholesome cake such as Smith's bakery delivers daily. In Smith's fancy breads, rolls, biscuits, cakes, etc., only the best flour, sugar, butter and milk, are used, in the most cleanly and careful way in order to ensure the best results. You may, therefore, rely upon the perfect purity and deliciousness of everything you buy from *Smith's Bakery, Mobile, Ala.*

Loeser cake. Better now than ever. If you are asked to send a cake to the strawberry festival or lawn fete, one of our three layer cakes will save you trouble and do you credit, too—for if they don't know, they will give you praise for being or having an extra good cook. Loeser cakes are the "home" kind, made of best materials generously mixed and baked according to old fashioned home recipes. They are even better now than

they have been.—*Frederick Looser & Co., Brooklyn, N. Y.*

Our bread makes a better breakfast than is possible when an ordinary loaf is used. Its delicious quality imparts zest to one's eating. Its texture, sweetness and flavor please the palate, and its crisp, nicely-browned crust rounds out a list of its merits which makes its eating altogether satisfying.—*Kolb's, Trenton, N. J.*

Cream Malt bread is approved by a wider circle of bread eaters than any other one kind of bread baked in Springfield. It has an appetizing taste that's always just as good the next time you eat it as the last time you tasted it. From our wagons or your grocer.—*Schaefer's Bakery, Springfield, Ohio.*

The freshest baked goods in the city can be obtained at the Eclipse bakery at any hour. Cakes, pastry, tarts, Scotch cake, tea cakes, small cakes, and any kind of cakes desired.—*D. Stewart, Charlotte-town, P. E. I.*

Butter-Nut bread. See that the label is on every loaf of Butter-Nut bread. It's as sweet as a nut and as pure as spring water. It gives the very impression of being kneaded and baked under the most careful conditions and that its bakers are masters at their art. None genuine without the seal. It's worth more than any other bread, yet the price is no higher. For sale at your grocer's.—*California Bakery, Salem, Ore.*

Take life easy. It is no longer necessary for the housekeeper to spoil her complexion and her temper by working over a hot stove to prepare biscuits for the family table. Try some of our rusk, soda biscuits, milk rolls and buns. The whole family will enjoy their meals better if served with our Milk Bread.—*French's Bakery, Waterbury, Conn.*

BREAD AND CAKE

Kolb's butter bread is splendid bread. Those who have never tried Kolb's have no idea of how good baker's bread can be. This is not that dry, holey, puffed-up bread, but is so much like the good home-made—sweet, with crisp crust, moist and close in texture; substantial. It's the sort which has made baker's bread mean best possible, in Trenton. There's something to it. It satisfies. The genuine has our label upon it.—*Kolb's, Trenton, N. J.*

Women who live well generally live mostly on the bread we make. They all admit they can't bake any better bread than we do, and they can't afford to spend their time duplicating our work when our prices are so low. Ask your grocer about it.—*Hartmann Bros., Bakers, Springfield, Ill.*

A word to bread eaters. The pure food law requires that no preservatives shall be placed in bread in order to retain its freshness, and that all breads containing such materials are classed as injurious and unfit for food. Wolfarth's Butternut Bread is now, and has always been, absolutely pure, and the fact that it is fresh baked each day is a guarantee of its absolute freshness and purity. Insist upon getting it.—*Wolfarth's Steam Bakery, Saginaw, Mich.*

If you like things of whipped cream, you will find them at our stores every afternoon this week. On Saturday afternoon and evening many good things will be added to our regular display. Among them in large quantities you will see those splendid coffee cakes we make.—*Trott Baking Co., Waterbury, Conn.*

Order your Christmas cake now. We have put up a large quantity of Christmas cake, made from the choicest fruits. Orders by 'phone will receive special attention. Our candies for the Christmas trade are well assorted, and our prices are reasonable. Have you tried our home-made bread? Ask your grocer for it, or 'phone us and one of our wagons will call on you. We deliver to any part of the city. Remember, our specialties are cream cakes, cream puffs, and charlotte russe.—*Burke Bros., Hamilton, Can.*

Buy, try and eat Shaw's bread. Made of the highest grade flour, mixed under the best sanitary conditions by our electric mixer, absolutely no danger of perspiration falling in the dough, as no hands touch it while it is being mixed. Also a choice variety of cakes and pastry made from the finest stock in our grocery department.—*N. Shaw & Co., Plymouth, Mass.*

Bread. We give our bakers the purest, the best of materials and demand that the goods they bake shall be up to our standard and they are. Try our bread and you will always be a customer.—*French's Bakery, Waterbury, Conn.*

Wedding cakes and cakes for festive occasions made on the shortest notice, decorated and designed by the most skilled artists and made from the very best materials. The most modern and up-to-date appliances used in their manufacture.—*The Watson Confectionery Co., Ltd., Winnipeg, Can.*

A better bread than "mother made" is really not difficult to produce—in the Kolb bakery. There are better materials than there ever were; better facilities for baking—improved ideas and processes—and we have them all. The Kolb bakery is fitted to turn out the best loaf the world has ever known, and there are thousands in Trenton who declare that we do it. One loaf tells why.—*Kolb's, Trenton, N. J.*

Yes, that's the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds, fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order at short notice. Prompt service.—*Winslow's Cottage Bakery, New Haven, Conn.*

Hildebrecht's own baking products are ideal. We try to have them so. We work to that end. We succeed. There is nothing of the cheap about them, though our prices are moderate. What is here is the best possible and not because it's here, but because we'll have none else. Purity, freshness, cleanliness and delicious quality combine to make our pies, for instance, exceptionally toothsome, winning the praises of housewives, and making it needless to do so much baking in your home kitchen.—*Trenton, N. J.*

Everyone enjoys good bread. Being the principal article of food, special care should be taken to see that it is pure and easily digested. Our bread is light and flaky. The systematic preparation of ingredients, special method of mixing, and well regulated ovens prevent any possibility of sogginess. It is given the best attention from the oven to your home—clean, well ventilated rooms and wagons, Phone orders given careful attention. Delivered daily to all parts of the city.—*Boyd's, Winnipeg, Can.*

BREAD AND CAKE

We have not mentioned our pies very much. It wasn't because we did not sell them. We do, and good well-filled pies they are, the kind that you anxiously await the quick ending of the meal to get a piece.—*Trott Baking Company, Waterbury, Conn.*

Your bread is a most important item of housekeeping, and to have it good you must have it well kneaded, well raised and well baked. Try a loaf.—*D. Stewart, Charlottetown, P. E. I.*

Saturday cake news. 3 layer nut cakes. Every Saturday sees an increased demand for these special layer cakes. Particular housewives tell us that they are much better than can be made at home for the same cost. Certain it is we use the choicest materials, and are most careful in the mixing, baking and icing. This Saturday's cakes will have nuts between the layers and the rich cream icing on the top and sides will be sprinkled with chopped English walnuts. We would suggest the placing of your order early.—*C. A. Beers Baking Co., El Paso, Tex.*

Elberta bread. This is the bread the people like. Ours are the bakers that bake the bread the people like. This is the bakery that employs the bakers that bake the bread the people like. The people of Denison are the people that sustain the bakery that employs the bakers that bake the bread the people like.—*Home Steam Bakery, Denison, Tex.*

When you seek for tempting eatings a visit to our stores will repay you. We will have coffee cakes again Saturday. Now a coffee cake is one of the many good things we will have this Saturday afternoon and evening. Come and get one, the price is small, being only ten cents for your choice.—*Trott Baking Co., Waterbury, Conn.*

We've named it mother's because it equals, if not surpasses, the best home-made bread ever baked. Home bakers find it's useless to fuss with baking when they can get better bread without all that trouble.—*Hill's, Trenton, N. J.*

You will enjoy your Thanksgiving dinner much more with Nathan's famous fruit, pound or other cakes, which are delicious in quality and flavor.—*Nathan's Home Bakery, Atlanta, Ga.*

If you want the best bread that money can buy, ring up 521 and our wagon will call on you morning and afternoon delivery. Once used you will have no other.—*Burke Bros., Hamilton, Can.*

Cream Malt bread is approved by a wider circle of bread eaters than any other one kind of bread baked in Spring-

field. It has an appetizing taste that's always just as good the next time you eat it as the last time you tasted it.—*Schaefer's Bakery, Springfield, Ohio.*

Our modern bakery is located on South N. Street in Fresno. It is as near perfect as a bakery can be made. It is strictly sanitary—no dust, dirt or odors. Our bread and pastry is mixed and handled by machinery, the quantities used are weighed to the fraction of an ounce. Nothing is left to guesswork. The result is that we furnish the finest qualities sold in Fresno, and at the most reasonable prices. We especially recommend our Beechnut bread at 5c. the loaf.—*Redlick's, Fresno, Cal.*

Alexander cake. This cake is the latest product of our bakery—a cake that is destined to be very popular. It is a rich, white loaf cake—something on the order of white pound cake. All through it are French crystallized cherries. We especially recommend Alexander cake for afternoon teas. Comes without icing in two-pound cakes, at 50c. each. We also sell it half a cake for 25c.—*Anderson & Chanslor Co., Los Angeles, Cal.*

Choice bakery specials. There are numberless small bakery specials in our bakestuffs department which are delicious for afternoon teas, to eat with the coffee or with puddings and desserts. Many of them may be new to you—if they are, let us give you an introduction to them without delay. Honey cakes—a tasteful delicacy—lebkuchen, pfeffer-nusse, butter confection—some of them you will recognize by their names as dear to the knowing German appetite—are among the line of fine 25c. a pound goods. Springalie are popular at 40c. pound. Order these lines if you want a change from lady fingers and wafers—they are extremely delicious.—*H. Jevne Co., Los Angeles, Cal.*

The loaf that satisfies. It doesn't pay you to bake when such bread as the Cardinal loaf can be had for 5 cents. Many women tell us they will never bake so long as we make the Cardinal, and husbands tell their wives there is no need to. Cardinal loaf is different from most bakers' bread—it is clean, but it is not "doctored" to make it white. Expensive "King Midas" flour is used; the dough is mixed by machinery; each loaf is baked to a turn, and directly upon leaving the oven it is wrapped in waxed paper. Ask your grocer for cardinal, or ring us up on either 'phone; we deliver throughout the city. Our fruit cake is delicious, 18c. pound—try it.—*Robbins Bros., Trenton, N. J.*

BREAD AND CAKE

If you could see the great array of cakes laid out daily by our expert bakers, you would know you need worry no more about baking. So light, dainty and tempting—they are simply unequalled. Jevne's layer cakes are renowned. They come in two or three layers and different icings. You cannot help being delighted.—*H. Jevne Co., Los Angeles, Cal.*

Excellent baking. Fruit cake, pound cake, Boston brown bread, Scotch short bread. There is a fine art in baking. We understand the art thoroughly and people who try our bread and cakes and pies come back for more. Stop at our store and look at the fine cakes we are showing in our windows. A cake of the right size for everybody. Any one will tell you that we make the best cakes they ever ate. Only the best materials used.—*City Bakery, San Bernardino.*

The quality of our bakery products is such that you need not bake at home. The bakery department of our business is one of the busiest and most rapidly developing branches of this store. We do not scrimp on materials. We use the best flour, lard, butter, eggs, milk, and fruits, and we use them liberally. The work is all done by expert bakers. The results of their work is seen in as fine an assortment of genuinely homelike bakery goods as can be found in New England. Our bread, butter rolls and salad rolls are well known in this section. Our efforts during 1907 will be devoted to keeping up the standard and improving the quality, if we see any way to do it. The cakes, doughnuts, crullers, cookies, lady fingers, etc., are in great variety—and all good. We make fine cream puffs, eclairs and whipped cream goods. You can use our bakery goods every day. It is not necessary now for you to bake at home.—*Newton, Robertson & Co., Hartford, Conn.*

Begin with the new year to improve yourself in mind and body by eating Lawrence's bread and baked goods, because they are made in a clean and sanitary bakery that has all of the latest improvements in machinery, etc., and the best material is none too good for our customers. We invite your inspection at any time. Bread and baked goods for sale by all grocers.—*G. E. Lawrence & Son, Lansing, Mich.*

Loeser cake, better now than ever. "My cook never fails," says a woman, and every other woman envies her that solid rock of dependence. Women whose cooks do not fail have the same dependable feeling about the Loeser Cake Kitchen—a minute spent at the phone to

give an order, and up comes the cake, carefully packed, and sometimes even warm from the oven, and perfect as only moist, tender, rich mixed "home-made" cake can be. Every kind of loaf cake, from simple sponge cake for the children's lunch to richest nut or fruit cake. Layer cakes with three layers and generous fillings in maple cream, mocha, chocolate, cocoanut and lemon flavors.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Orange layer cake of Loeser baking. This is one of the specialties of the Loeser bakery here in the store—the most delicious orange layer cake that any one ever tasted. Cake and icing are flavored with fresh oranges. Cake and icing are absolute perfection. Three layer cakes are 65c. Loeser cakes, baked here in the store, are better now than they have ever been. Three layer cakes, including the famous maple cream cakes.—*Frederick Loeser & Co., Brooklyn, N. Y.*

High quality. The best—not the lowest priced—bread is the cheapest. We could make loaves to sell at three cents instead of five, or we could sell a larger loaf, but in either case we would be compelled to use inferior flour. Our bread, cakes and pies are made from the choicest western wheat. Cleanliness, purity and high quality are the three reasons why our productions are superior to any others.—*The Home Steam Bakery, Denison, Texas.*

Upheld by men for its nutritive and delicious qualities as being "the staff of life." In reality our loaves of Long's bread are desired by all lovers of good eating. Nothing spongy about our light and dainty loaves of bread; they are nutritious and healthful and are in demand by athletes as well as the most fastidious ladies. Try our pure and palatable breads, rolls and cakes. They are unexcelled.—*P. S. Long, Lebanon, Pa.*

The thoroughfare to a man's heart. Cupid is not inconstant. In the home where the dining table is ever enticing he lingers and makes himself at ease in the house where the housekeeper uses Smith's bread. Because the Smith Bakery products—bread, cakes, pastry, rolls, are all delicious, nutritious, healthful. If you go to get married you'll be always lucky if you begin the wedding feast with Smith Bakery confections, and keep using Smith Bakery good things in the household.—*Smith's, Mobile, Ala.*

Our bread and all baked goods are always fresh—always the best—always the kind of baked goods you are proud to have on your table when you entertain guests at meals.—*Elm City Bakery, New Haven, Conn.*

BREAD AND CAKE

The man who called pie the demon of the American pantry evidently never tasted a piece of Plenty chocolate pie. Thick, creamy, chocolate filling piled up on crust light as snow. Look for the label and insist on Plenty pies at "The Home of Good Things to Eat."—*Maldaner & Son, Springfield, Ill.*

The bread that keeps the family healthy is a treasure no one can afford to be without. It is made right here. Once used it becomes a luxury that you won't dispense with. No more dyspepsia, indigestion, bilious attacks, sick headaches or tired feelings. Give it a trial is all we ask.—*C. E. Rising, Rockland, Me.*

Good bread is the staff of life all right—good bread. A man can live and thrive on bread alone—if it's good bread. But everybody can't make good bread. Bread making is an art—to be studied and practiced, if it's to be done well. Smith, the baker, his bread is good bread, all of it, and especially the Butternut brand. He does nothing but bake bread, rolls, pastry, cake, day in and day out. Isn't it natural he should do it a little better than some one who makes a business of it without knowledge of details.—*Smith's Butternut Brand, Mobile, Ala.*

If we risked the health and temper of our consumers with heavy bread, we'd get out of business. As it is, we're in business to stay. Our consumers say so. Don't forget, good bread is necessary, and bad bread causes more indigestion than any other food.—*Hartmann Bros., Springfield, Ill.*

Now listen! The price of cooking materials is high, but we are using as we always have, the best ingredients for our bread, rolls, biscuits, cakes and pastries. We serve only the best in baking. Give us a trial and be convinced.—*J. S. French's Bakery, Waterbury, Conn.*

Just what you have wanted so long. How many times have you wished you could get some of those delicious rolls you enjoyed at the hotel or famous restaurants, a loaf of that indescribably appetizing bread that is served in the long, thin loaves? Nothing tastes just like them, or so good. We have them now in the grocery—fresh, crisp, toothsome bread and rolls. Owing to their perishable character we cannot deliver them.—*Abraham & Straus, Brooklyn, N. Y.*

Fad food will come and go. Try them all, but your faithful standby is Mother's bread. Nothing else can take its place. The best and purest bread made. Ask for it by name. From your grocer or the makers.—*Russell-Spaulding Co., Binghamton, N. Y.*

BREAD AND CAKE

A slice of good bread. Do you enjoy eating it? You will if the slice that you are partaking of is a part of the countless rightly baked loaves we make. Don't miss having a loaf every day.—*Trott Baking Company, Waterbury, Conn.*

Old-fashioned pumpkin pies that surpass the ordinary home-made kind for deliciousness and wholesomeness. Crisp, tender crusts; rich, well-prepared fillings; baked to a golden brown.—*Reeves, Washington, D. C.*

Why, it's hot! Yes, that's the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds, fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order at short notice. Prompt service.—*Winslow's Cottage Bakery, New Haven, Conn.*

The bread that keeps the family healthy is a treasure no one can afford to be without. It is made right here. Once used it becomes a luxury that you won't dispense with. No more dyspepsia, indigestion, bilious attacks, sick headaches or tired feelings! Give it a trial is all we ask.—*C. E. Rising, Rockland, Me.*

The bake goods we make are the kind you want. We make something new nearly every day, and owing to the increased demand for "Our Old Homestead Milk Bread" it taxes us to the utmost to meet it. To-morrow's assortment comprises Bath buns, Parker House rolls, finger rolls, Chelsea buns, biscuit, kuchen, stollen and coffee rings. In pies—apple, huckleberry, mince, red raspberry, raisin, blackberry, cocoanut, chocolate, cream, lemon, and pumpkin. In cakes, 10c—chocolate, layer, cocoanut, nut, orange, fig; also angel food, devil's food, chocolate eclairs, cream puffs, charlotte russe, cream rolls, French doughnuts, Bismarck doughnuts, almond macaroons, lady fingers, patty cakes. All kinds of cookies and cup cakes.—*Brodt Mercantile Co., Rome, N. Y.*

Your Christmas cake if made by us will be equal to any "mother used to make." Our expert cake baker is pleasing hundreds of people and can please you.—*Beattie, St. Thomas Ont.*

Cake for every one in our bakery. If you haven't eaten any of our nut cake or sultana, it is high time you did. We are the best bakers in town, so give us your order.—*D. Stewart, Charlottetown, Prince Edward Island.*

Just try Prof. Hart's brown bread once and you'll understand why it's the favorite bread in hundreds of homes. Made of entire wheat kernel. Delicious, wholesome and easily assimilated. More nourishing than meat, delivered to homes.—*Kraft's Bakery, Washington, D. C.*

The right formula for making good bread: Good flour, good sugar, pure yeast, pure salt, pure water, experienced baker. Result: Good bread. Our bread is right because it is made of the right materials and in the right way. It is the best bread that can be baked.—*Arkadia Bakery, Crowley, La.*

"The best bread I ever ate."—That is what a lady said to us in speaking of Mrs. Cornell's home-made bread. If you have bread troubles, try this "staff of life." Mrs. Cornell also makes the most excellent cookies, rolls, Saratoga chips, and other home-baked goods.—*Cornell, Binghamton, N. Y.*

The best bread for children is our "Mother's" bread because of its purity and superior quality. Our new "Stanley bread" is always wholesome, toothsome, excellent.—*Endich-Arnot Baking Company, Port Huron, Mich.*

Only place in town where you can get Freihofer's famous bread is at our store. It is made in the most cleanly and careful manner and is full of nutriment. You ought to try it and see how good it is.—*Geo. M. Dunlap, West Chester.*

Christmas Cakes, Christmas pies, Christmas pastry and everything for Christmas a baker is expected to make for his patrons will be on hand here in abundance and in good time, of fine quality, moreover. Of course, as to point of time, we would be glad to have your orders early.—*R. Wild, Parkersburg, W. Va.*

Christmas caterers are we, so far as the term applies to bakers of cakes—fancy and plain—pies, pastry, bread rolls, doughnuts, etc. To be sure, we will have on hand an ample supply of staples in the bakery line. Special orders for the holidays will be properly attended to. The earlier you can give us the order the better.—*Sunrise Bakery, Williamsport, Pa.*

No matter how you make it, no matter how you bake it, no matter what it costs—you can't beat mother's bread.—*Ward & Mackey Bakery, Pittsburg, Pa.*

They can't hold a candle to us when it comes to bread, cakes and pies. Sunrise Bread is made from the finest Western flour and is baked in such a way

to retain all of its nutritious elements. All of our cakes, pies and pastry are equal to any home-made products, and in many cases superior.—*T.J. Sunrise Bakery, Tacoma, Wash.*

Buy home-made bread. Jevne sells it. As delicious, as good, as nourishing as any home-made bread ever made. Loaves are just as large as baker's, price is just the same—and there's just twice as much to them as there is to baker's loaf. Who would eat baker's bread a minute longer than they had to? No one, of course. Every housekeeper who knows Jevne is selling home-made bread must be buying it, judging by the hundreds of loaves we sell every day.—*H. Jevne, Los Angeles.*

Aunt Minerva's advice to brides-to-be is that when they get married to make their mission to have good bread, and that the best bread to be had is Bromm's, the whitest, sweetest and most healthful made. No husband will ever find fault with Bromm's bread.—*L. Bromm, Richmond, Va.*

Fancy Biscuits. These dainty little crackers fit in to social functions so nicely that they're almost a necessity in every household. No one with any pretensions to entertaining could possibly get along without them. But care should be exercised in the buying or your little "spreads" will come to grief.—*O. C. Elwell, Portland, Me.*

Try our cream bread, and you will be convinced there is none other just so good.—*Muir's Bakery, Vancouver.*

The staff of life is bread—good bread, and the relishes are our pastries.

Our fruit cake is the pride of the bakery—its quality beyond comparison.—*A. Button & Son, Louisville, Ky.*

"All is not gold that glitters." Also, all cake is not fit to eat that is fixed up to catch the eye. Our cakes are made from pure, wholesome, home made recipes. They are made to eat.—*The City Bakery, Crookston, Minn.*

Well baked.—Much well made bread is spoiled in the baking. Not so with ours. We make it light and wholesome, and we bake it just right. It's never spongy and "doughy" in the middle. Tin tag on every loaf.—*Schossers Steam Bakery, Houston, Tex.*

A child thrives well on bread and milk. If you and the State inspectors will look after the milk, we will guarantee the bread. You are perfectly safe in feeding your children "Mother's Bread."—*Endich-Arnot Baking Co., Port Huron, Mich.*

BREAD AND CAKE

You will find it much cheaper and far more satisfactory to patronize our bakery than to do your own baking.—*G. Button & Son, Louisville, Ky.*

The staff of life is bread—good bread, and the relishes are our pastries. "Care and cleanliness" is our watchword, "Purity" our motto. We make the best and most wholesome bakers' goods in town.—*Keefe & Son, Springfield, Mass.*

The cake counter adjoins and Loeser cakes are famous. Leave your order tomorrow and we will bake and deliver fresh on Saturday.—*Frederick Loeser & Co., New York.*

What makes a good cracker? Let us answer that—good flour, scientific skill, experience and carefulness.—*Bishop & Co., Los Angeles, Cal.*

Cakes!—You would be surprised to know how many cakes we sell, but the reason is plain; nothing but the best ingredients are used, and they are baked fresh every day. We have all the old varieties and several new kinds.

Cakes and pastry, to be of the highest grade of excellence, should be obtained at R. Wild's, where the baker's art is reigning supreme. We have the finest cakes, the most luscious pies and delightful knickknacks.—*R. Wild, Parkersburg, W. Va.*

There's a secret in the making of pumpkin pies, and we know the secret. That's why the Wickizer Home Bakery has made them popular. All kinds of pies for home use and cakes for all occasions. Use the 'phone.—*Wickizer, Bloomington, Ill.*

Catalogue for complete plant for up-to-date bread and cake bakeries, with plans and estimates, sent on receipt of requirements.—*Warner, Pfeleiderer & Perkins, London, Eng.*

When in need of goods of reliable quality and attractive appearance, write us. Our lines of biscuits and confectionery have those special merits so essential to quick and ready sellers.—*The Lang Manufacturing Co., Montreal.*

High-Class Biscuits and Confectionery. It is gratifying to us that our effort to produce goods second to none on this continent is meeting with the endorsement that has warranted the enormous increase in our equipment and premises. *D. S. Perrin & Company, London, Ont.*

Royal Yeast Cakes. Bread made with Royal Yeast keeps moist and fresh

longer than that from any other.—*E. W. Gillet Co., Chicago, Ill.*

The question of the best bread was always open to argument until Frost the Baker's bread won the approval of all good housekeepers. Its enviable reputation has been attained by the great care used in selecting the right material and in baking the same. Send your order or telephone to-day to Frost, the Baker.—*Poughkeepsie, N. Y.*

How much bread do you eat in a year? You eat about 60 feet of bread in a year. It is therefore necessary that you eat good bread. We have the reputation of baking the most complete line of good bread, pies, cakes, etc. All work done on machines by practical men and women bakers. Wagons everywhere.—*Hershey Bros, York, Pa.*

All flesh is grass,
And Love will pass,
And Glory fade away,
But one sweet Joy
Will never cloy
Nor fall to make one merry—
They fill the bill, wherever found—
The pies of *Dunsenberry, Pittsburg.*

He ate his sirloin steak and eggs,
The waiter served him, piping hot;
He drained the coffee to the dregs,
All that was in the coffee pot.
He ate a pile of buckwheat cakes,
A pound of butter o'er 'em spread,
And cried, "Good man for pity's sake,
Give me a loaf of Lindner's bread."
—*Lindner's, Oskosh, Wis.*

Fancy Biscuits.—We don't know of a store that's so well equipped to furnish fancy biscuits for all occasions as this one. We've worked to make it so. We've gathered all the favorites—those that have been tested and found to be dainty, delicious food products—and kept out the mere freaky preparations. No matter how select the party you're to entertain, you'll be certain to get something in our stock of fancy biscuits to please your guests.—*O. C. Elwell, Portland, Me.*

A kneaded want is filled by the London and Vancouver Bakeries. No longer is it necessary to do any baking at home. Indeed, it is a waste of time and energy to bake even a small cake. Our bake shop, presided over by skillful tradesmen, is well ordered and well appointed; only the best brands of flour and other materials being used, ensures the finest quality possible. Our bread is the acme of perfection; it is always sweet. Try it.—*D. W. Hanbury, Victoria, B. C.*

BREAD AND CAKE

Our baker is an artist! You ought to see the luscious dainties that come out of our ovens nowadays! Fancy eatables made by a genuine German baker of the very first class in New York. His French crullers, coffee cakes, meringue tarts, cream rolls, eclairs, etc., are simply elegant. He bakes them fresh daily; we sell them at a low price.—*Fox & Adams, Bangor, Me.*

People like wheat bread. It's white and up-to-date. Yet when real nourishment is needed—old fashioned rye bread leads. It's the kind your grandfather used for muscle—and for weak stomachs your doctor recommends Rye Bread. We make it every day—pure and healthful—at our new bakery.—*L. H. Hodge, Binghamton, N. Y.*

When your appetite disturbs you, call up Hershey Brothers, the most practical and up-to-date bread, pie and cake bakers in the city.—*Hershey Brothers, York, Pa.*

It doesn't scare anybody away from good pie—this story of pie being indigestible—for pie made as we make it, of best brands of flour, best fruits, pumpkin, mince meat, etc., sugars that sweeten, and all the other ingredients in keeping, to say nothing of our well-known skill as bakers, is wholesome as well as appetizing.—*Sunrise Bakery, Williamsport, Pa.*

Apple pies to suit should not be made "any old way"—in fact, our receipt calls for a carefulness in preparing that makes them perfect. Berry, mince, pumpkin and custard are some of the others we make—equally appetizing. Try one to-day.—*L. H. Hodge, Binghamton, N. Y.*

We bake everything—in the line of flour products. Bread, pies, cakes and pastries of all kinds—the finest that expert bakers and choicest materials can produce. Try our mince and pumpkin pies. Much better than the usual "baker's pies." Light, appetizing crusts and delicious fillings.—*Reeve's, Washington.*

Fancy cakes. We make a specialty of fancy cakes of all kinds and for all occasions. The pastry department of our bakery is given as much attention as the bread department. We solicit party orders and can fill your wants complete.—*The Ideal Bakery, Topeka, Kan.*

"Mother's" bread is for everybody. Children like "Mother's" bread because it is tasty. Grown folks enjoy it because it is genuinely good and substantial and not all chaff. "Mother's" bread is a health giver to the invalid and a health maintainer to the hale and hearty. The secret of all this quality lies in the

conscientious care and superior skill employed in the mixing, making and baking of "Mother's" bread. Every precaution is taken to maintain the purity and everything is done to enhance the wholesome goodness of "Mother's" bread. Let "Mother's" bread be your daily bread from now on.—*Corby's, Washington, D. C.*

Good bread smells good and is a better appetizer than many a tonic. Good bread here every time—good because it's made from pure wheat flour, the hull removed (unless you want the graham kind) by men skilled in their business. Try our make of bread, loaf for loaf, with others and we will have your trade, which we seek.—*Winkelman's, Memphis.*

Hungry mouths. You can fill those little hungry mouths with better bread for less money at the Mohican store than you can at any other place in the United States. It's a big statement, but it's a true one. Three cents for a full size loaf of bread. Made of the best flour that money can buy. There's money in it for us and there's money in it for you. Don't pay five cents for the same size loaf.—*The Mohican Company, New Haven, Conn.*

Our pies are the big, thick kind that remind you so much of home made. They are the kind that make you hungry to look at them. Large size, 15c; large family size, 25c. Let us deliver one for dinner.—*J. D. Suydam, Trenton, N. J.*

What you find in cutting a loaf of our bread is that it is firm, moist, white. What you find, when you eat it is that it is wholesome, easily digested, nourishing—large returns in health and strength in each 5-cent loaf. Bread isn't the only thing we bake—cakes, pies and rolls, too, all first quality.—*German Baking Co., San Diego, Cal.*

Loeser cakes are baked here in our own home bakery. They are made from the best materials we can buy, blended by people who know how to make real home cakes. They are the cakes with the real "home-made" flavor. Loeser layer cakes with three layers cost no more than two layer cakes elsewhere.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Our baked dainties are dainties indeed—dainty to look upon and dainty delicious to eat. What's the use of putting out your strength and time over the cake-board when you can get the very nicest and choicest of fresh made cakes, cookies, etc. at our store.—*Fox & Adams, Bangor, Me.*

BREAD AND CAKE

The contents of the lunch basket tastes all the sweeter if its sandwiches are made of bread from Smith's bakeshop, and if a piece of Smith's pie is in the dinner pail. Wrap a moistened napkin about sandwiches, and see how much more they are relished. For the home and for luncheon away from home—the noon hour for the toiler, the picnic, the pleasure trip for the family "excellence" tells the story about Smith's bread, pies and cakes.—*Dauphin & Hallett, Mobile.*

Good bread for health of all, old and young! Our bread beats home-made because experts excel amateurs. As we buy flour by the wholesale at lower prices, bake in quantities at consequently less cost, our bread is cheaper than the domestic article. Time, labor and cost of coal are all saved by having us serve you. Come to us to get better bread cheaper.—*Winkelman's Columbian Bakery, Memphis, Tenn.*

No bread like Jevne's. It's home-made, and the difference between it and other bread is—Jevne's is home-made and the other isn't. No need to eat a poor, unsatisfying bread three times a day when you can get home-made bread so good that you'll want it all the time. The loaves are large with twice as much nourishment as you get in a baker's loaf. Beautiful, flaky, palatable loaves for five and ten cents.—*Jevne's, Los Angeles, Cal.*

Our success hinges on our good bread. We have aimed, studied and striven for perfection in the baker's art. Judging from the steady increase in our customers, these persistent efforts have not been in vain. While the past is secure, present popularity gives us a mortgage on the future, and lovers of fine bread should not fail to try ours.—*Schust's Ma-ma Bread Bakery, Saginaw, Mich.*

We make the best bread.—Would you rather have home-made bread than baker's?—buy it at Jevne's. Our baking of home-made bread for our customers has delighted them almost more than anything we've ever done. And they show their appreciation by buying it just as fast as we can bake it. Beautiful, well-browned loaves, light, flaky, delicious—you never ate better home-made bread. Baker's bread has been eaten of necessity, Jevne's bread is eaten for its goodness.—*Jevne's, Los Angeles, Cal.*

Rye bread as it is made at Hodge's homestead bakery has no equal. It is the most healthful bread made to-day. Consider our forefathers who won the victories of the revolution and the freedom we now enjoy. Their chief diet consisted

of rye bread made from rye raised on the farms. They were strong and sturdy men. Why? Because they ate rye bread.—*Hodge's, Binghamton, N. Y.*

Hot work fussing around a cook stove in hot weather. Cut it out. Take advantage of our big bakery. Surely you can make no better bread, no lighter biscuits, no finer cakes or pastry than you find here fresh several times a day. Nor bake these things nearly as cheap. Then strike out for a comfortable summer, leave the baking to us and collect the red star stamps we give with all purchases at our bakery counters.—*Scheuer & Co., Jersey City, N. J.*

Deliciously light bread, cakes, rolls, and many forms of pastries leave our ovens fresh, sweet, wholesome and clean every day. Have they reached your home? No; well there is a treat in store for you, a treat we are prepared to set down at your door any day you let us know your wishes as to kind and quantity. Phone connection insures quick attention. Our No. 6. Our domestic bread is still the leader.—*Middleton's Bakery, Marion, Ind.*

Barnes' Jersey cream bread is made from the best materials procurable, from a blending of choice Minnesota and California flours, carefully mixed by machinery, and baked in giant ovens. This bread has a close, firm texture, is full of nourishment and health giving properties. It tastes delightfully good and in general is the finest loaf that skilled bakers can produce.—*Barnes' Bakery, Los Angeles, Cal.*

Pumpkin pies. The pumpkin pie season is at its height now. If you are not eating our pumpkin pies you are missing one of the good things of life.—*D. W. Russell, Binghamton, N. Y.*

Our graham bread is not full of coarse bran like some graham bread, but is just light, sweet, palatable, easily digested, nourishing bread made from specially ground flour with all the coarse, indigestible bran removed. It is noted for its goodness.—*W. N. Burgess, Colorado Springs, Colo.*

Don't get married until you have seen us about the wedding cake. We can furnish it to suit the most fastidious taste. Cakes to order for all occasions our specialty. Anything in that line on short notice at reasonable prices. Sure to give you satisfaction. At our bakery can be found fresh, daily, choice bread, rolls, buns, cakes, pies and pastry. Everything is pure, wholesome, toothsome.—*Young's Confectionery, New Orleans, La.*

BREAD AND CAKE

If you work for your bread, you're well paid with the light, tender, nutritious, liberal loaf—home made—baked by the *Hardic Bakery, Pittsburg, Pa.*

Pies.—None that you have ever tasted quite come up to the standard of deliciousness set by Holmes' genuine Home-made Pies.—*Holmes' Bakery, Washington, D. C.*

Fresh from the Oven every morning. Is it any wonder that Middleton's Bread pleases every family buying it? It is not only fresh but good in every sense that the word is used. Every loaf of bread baked by Middleton is fit for family use, no matter how particular the family.—*Middleton Bakery, Marion, Ind.*

You are protected. I now have my model bakery on Hayes street. Six car loads of flour were bought before the raise in price and insures my customers against any increase in the price of bake goods.—*Hodge's Homestead Bakery, Binghamton, N. Y.*

What luscious bread!—That's the general verdict we hear on all sides from buyers of our famous sweet-milk loaves. The bread is made from the best blended wheat, thoroughly kneaded, perfectly baked, with a deliciously crisp crust. We sold lots of it last week, and patrons keep coming back for more!—*Fox & Adams.*

"As good as mother used to make."—A great many people say this about Wolfarth's "Home Made" bread. It's about the best bread that was ever baked. It is made of the best flour money will buy, mixed and baked in a clean, sanitary bakery by expert bakers. Wolfarth's "Home Made" is always the same—to-morrow's loaf will be just as good as to-day's.—*The Wolfarth Bakery, Saginaw, Mich.*

Cakes and cookies and other good things. All things good at Jevne's Bakery Department—about the most tempting spot in our store. We bake all kinds of cakes, and all kinds of pies, and all kinds of cookies, and everything else in bakestuffs that's good. Of course they're fresh—as fresh as they can be coming out of the oven several times a day. All materials used are the finest. It's hard to beat Jevne's baking.—*Jevne's, Los Angeles, Cal.*

Mother's bread gives strength to the weak and health to the sick, and helps the healthy and strong to retain their health and strength. All who eat Mother's Bread like it. They like it because it is tasty—they like it because it is never dry and chaffy. There is a uniform goodness—a never varying qual-

ity—about Mother's Bread that is not found in any other bread that's made—not even the bread that's made at home by the best home cooks. This superiority is due to a combination of circumstances governing the making and baking, chief of which are the skilled use of the best materials and the Corby process of mixing.—*Corby's, Washington, D. C.*

Rich's fruit cake.—A home-made cake of the very finest quality. You'll never tire of eating "Milk" bread—always just as good and wholesome as clever home bakers and the best materials can make it.—*Holmes' Bakery, Washington.*

Fact is when you can secure such high-grade fruit cakes (made of only the best pure materials) at so reasonable a cost, it doesn't pay to bother with the making.—*Gedney's, East Orange, N. J.*

Pumpkin pies at this season of the year, one of the good things the earth produces for man's use are pumpkins. The old time pumpkin pie with its delicious flavor is made by J. W. Russell, *Binghamton, N. Y.*

Our bargain day is on Saturday, that's when we make a special effort. You will find the finest lot of coffee cake, bread and rolls in the city. Take some home with you for your Sunday breakfast or telephone us. We will deliver it.—*Korn's Bakery, Davenport, Iowa.*

Crackers bought here are crisp and fresh. Our sales of these goods are so rapid that we have no difficulty in keeping our stock perfectly fresh. The crispness of a cracker is half its goodness. All the standard kinds and novelties as they appear.—*The Busy Bee, Columbus, Ohio.*

Paris wafers are a fine, rich, snappy ginger wafer, with a delightful, lingering after-taste. They come to us packed in a handsome, japanned, hinged-lid bread-box, with the word "bread" nicely printed on the front. These boxes hold nine or ten pounds of wafers. If you can use that many wafers at one time, the bread-box is free.—*McCaffrey's, Philadelphia.*

It is for you to judge the excellencies of our Bakery. We have the most improved methods for baking and employ none but expert bakers.—*Frank Lehman, Grand Forks, N. D.*

Those who know what good bread really is prefer our baking to any other. They know the care and skill that is bestowed on it from the mixing of the dough to the time it leaves our bakery.—*Middleton's, Marion, Ind.*

BREAD AND CAKE

We do all our baking in the morning. By 10 o'clock, when we place it on the front counter, it's steaming hot, fresh from the ovens. Shoppers will always find something delicious here to carry home for luncheon or dinner.—*Thomas Martindale & Co., Philadelphia, Pa.*

"Own Baking Peach Pie," the ideal peach pie. Made from carefully selected peaches; prepared in the most cleanly and careful manner. Acker's crisp, flaky pie crust. The combination—a most delicious pie.—*Finley Acker & Co., Philadelphia, Pa.*

Any kind of bread and any kind of cake, when it is the product of Jackson's bakery, can be relied upon as being the best that can be made—"the best" covering nutritive, healthful and satisfying qualities. We use only the finest flour, freshest eggs, purest sugar, spices, fruits and flavors that can be had, and the mixing, kneading and baking are all done by master hands under competent direction.—*W. A. Jackson, Fergus, Ont.*

We have a very large assortment of fancy cakes that are appetizing and useful for tea, school, picnic and camp lunches, and don't forget to keep a few on hand for the "bite between meals," that children—and sometimes their elders—so much enjoy.—*Oliver-Finney Co., Little Rock, Ark.*

A Difference of Opinion as to the merits or demerits of this, that or the other kind of pie, cake or bread would be settled speedily if all were purchased here—they are all good. One prefers this, the other likes that—yet all are happy if each one gets the best of the kind—sure to do so here.—*Wickizer's Home Bakery, Bloomington, Ill.*

We claim a good deal of merit for the products of our bakery and they are every bit as good as we claim. We use best materials, modern methods, skillful workmen and insist on absolute cleanliness.—*Newton, Robertson & Co., Hartford, Conn.*

You'll like our bread, for it's wholesome, nutritious and made from the purest of materials—scientifically put together and baked "just to a turn." The same thing is also true of everything else that we bake.—*Gray Bros., Youngstown.*

Your next picnic can be made doubly enjoyable by taking along some of our delicious cakes and pastry. It is very unpleasant to bake in this extremely warm weather, besides you are not always sure of the best results.—*Spencer, St. Thomas, Ont.*

Cake like home made.—A bowl of

BREAD AND CAKE

milk, a sweet baked apple and a piece of Loeser cake will make home the most alluring place in the world on a Sunday night. This cake is already famous—all kinds for all tastes at 17c. a lb.—and costs less than making it at home.—*Loeser's, Brooklyn, N. Y.*

Fresh from the oven.—Our bread, rolls and buns are appetizing and toothsome. Made from a superior grade of flour, in absolute cleanliness. Nothing whatever of a deleterious nature used in our products. We make cake that is delicious and wholesome. Unexcelled in purity or quality.—*Schneider's, Scranton.*

Don't do much cooking in hot weather. —What's the use when Jevne's Delicacy Department is within your reach. This department is just filled with good things all daintily and well cooked, and there's variety enough for a whole luncheon. If you want a picnic basket filled, if you want a luncheon in a hurry our delicacy department can supply you with everything necessary.—*H. Jevne, Los Angeles, Cal.*

Our bread is not found at any grocery store in Galesburg because we have done away with the wholesale business. Giving 3 loaves of bread for 10 cents is retailing it at wholesale prices, so that the people of Galesburg can now get good bread cheaper than ever.—*Woman's Exchange, Galesburg, Ill.*

Unusual activity in cakes. These departments are the handiest conveniences in the stores. They relieve you of the trouble of baking and that means much during the hot weather. Taking it from an economical standpoint they ought to appeal to you as well, because the price of our fancy, well baked cakes is much lower than the cost at home for yourself.—*L. Lehman & Co., Trenton, N. J.*

Ma-Ma Bread is the kind you hear so many women talking about. They say it is the best bread baked. It is made from the best flour and baked just right. It is baked at night, too; therefore it is fresh every morning. Women should not bake bread in hot weather, but should use Schust's Ma-Ma Bread. Baking bread is hard work at any time, but in hot weather it is simply terrible, and women who do it cannot expect to look well.—*Schust's Bakery, Saginaw, Mich.*

The Best Part of the Wheat goes to waste in milling flour by the ordinary method. Prof. Hart's Brown Bread is made of flour ground by a special process, which retains the entire wheat kernel—hulls and all. The most nourishing bread made.—*Krafft's Bakery, Washington, D. C.*

You save all the trouble, all the annoyance and avoid all chances of failure when you employ us to bake your pies, cakes, pastries, etc. Nothing could be more delicious than the Reeves Bakery Goods. They're the very highest grade bakery products to be had. Your own kitchen doesn't furnish finer ingredients. We use the best of flours—the finest creamery butter—the highest grade flavors. We use home-preserved fruits. And we have facilities that are not at the command of anyone else. Let us bake for you.—*Reeves, Washington.*

The most delicious cake in Brooklyn. We are taking the word of dozens of Brooklyn women when we say so. This cake is baked here in the premises. The finest ingredients are used, and their manipulator is an expert of many years' experience. The cakes come hot to the basements counters and hardly wait long enough to be cooled.—*Frederick Loeser & Co., Brooklyn, N. Y.*

Everybody can be certain that Bridering is the richest, most delicious pound cake baked, and that at 20c. lb. you are buying it for less than half confectioners' prices. Ask your grocer to show you Bride-ring Cake, and see if you can resist its appetizing attractiveness.—*J. S. Ivens' Son, Philadelphia, Pa.*

Baking is an art that has many students and some masters. The bakers here are masters of the art of preparing pies, cakes, pastries, etc. They have facilities that are the best money can command. Their successes have built up the Reeves reputation for producing the finest bakery products obtainable. Call their services into play on your account. Place a trial order for your favorite cake or pie. See how much better they succeed in making it than any one else has. We believe you'll not bother with baking afterwards.—*Reeves, Washington.*

We told you about our new cook. She's a success from the start. Her cakes are in great demand, so you'd better order early Saturday—Layer, drop, bar, loaf, cookies, fried cakes.—*S. F. Arnold & Co., Binghamton, N. Y.*

Our Butternut Bread is extra fine. It is baked on the home made plan. Will keep longer and is more moist than any other bread. Butternut is the bread you should eat. When you eat Butternut you not only eat the most palatable bread but the most wholesome.—*Geo. S. Connelly & Co., Springfield, Ill.*

We use the finest materials such as the freshest eggs, Creamery butter, Leaf lard, milk, cream, etc., so freely that we

are called extravagant—but we find it pays. Our bakery sales are ever on the increase. We're making more cakes, more loaves of bread, more rolls and crullers every week. If you wish to see our bakery spread at its best then come in about noon. After that it thins out rapidly.—*W. N. Walker Co., Hartford, Conn.*

Most bakers turn out a loaf of bread in the quickest, easiest way possible. Bond's bread is given extra kneading, extra mixing, and all the time necessary to make bread good. Our aim is to make good bread and to sell good bread. The bread with the name on the bottom—"Bond"—proves our success.—*Bond's, Los Angeles, Cal.*

A great many people think they can't get Good Bread at the bakery. This is a mistake. Have you tried the Bread that we are turning out at our New Steam Bakery? It is better than the home-made kind. Ask for Hartman's Bread and be convinced.—*Hartman Bros., Springfield, Ill.*

My little Mary comes to me—
So softly climbs on mother's knee—
I'll know her wish full soon;
So with a low and dismal sigh
She asks when will supper be nigh—
This long, long afternoon.

I don't keep her waiting. Out of the cupboard comes butter, sugar and Puritan Bread. Then that little girl has a luncheon, and the long, long afternoon is not only shortened but sweetened. Ask your grocer for Taggart's Puritan Bread.—*Taggart's, Indianapolis, Ind.*

Cleanliness is the first law of health and the first rule in the making of Tekla Bread. After that come quality of materials and skill in baking, and the result is a loaf unequalled for satisfaction and nutrition—and always uniform.—*National Biscuit Co.*

One of our home-made pies will be suitable dessert, they are made from fresh fruits and by our own cook; try them and you will always buy them.—*Spokane Cash Market, Spokane, Wash.*

Here's a new one. Sandwich bread—always up to the times, you know; but this is a bread with a thin crust—just the thing for picnics or receptions—no waste and lots of satisfaction.—*Sunrise Bakery, Williamsport, Pa.*

Good bread for breakfast is the best possible preparation for day's labor. No article of food supplies so many elements of nutrition. The staff of life reaches perfection in our loaves, which from day to day run as even in their quality as the earth in its orbit.—*Sullivan Bros. Bakery, York, Pa.*

BREAD AND CAKE

Better bread you can't buy in Los Angeles—better bread you never ate anywhere—it is wholesome, clean, pure, and contains no ingredients but what will benefit your health, and unlike the majority of scientifically prepared bread-stuffs, Sunshine bread tastes good and does good.—*Pacific Pure Food Co., Los Angeles, Cal.*

Bread. We are proud to be baker to Pittsburg, great Pittsburg! Greater Pittsburg. We bake mother's bread and moneyback it. You know it must be good bread when we moneyback it.—*Ward Mackey Co., Pittsburg, Pa.*

Pure ingredients secure palatable pies. "Zinsmaster's" pies are better than the ordinary bakery pie—they're richer, purer and more palatable—the ideal pie for the noontime lunch.—*Des Moines Bakery Co., Des Moines, Iowa.*

A bang-up bakery. The Mohican Bakery is a bakery for people. It's a money-saving bakery. It is the best addition to Grocerydom that the good old city of Worcester has ever placed here. You received it with open arms and your enthusiasm has never flagged since the first hour the store was opened.—*The Mohican Co., Worcester, Mass.*

The crisp-crust loaf Ma-Ma bread is the best white loaf you can buy. It is always well baked. Every loaf is crisp and light. The Ma-Ma label is never on a loaf that is sour, heavy or soggy.—*Schust's Ma-Ma Bread Bakery, Saginaw, Mich.*

Your bread supply, be it large or small, will be always of the best quality if obtained of us. Our product is at once pure, wholesome and toothsome. Can't be beat. Made from superior grade of flour and purest ingredients. Our bread, rolls, buns, etc., are baked in absolute cleanliness and are delicious.—*Earnest Renning, Wellsville, N. Y.*

Which do you buy, baker's bread or Jevne's home-made bread? If you've ever eaten any of Jevne's home-made bread it will put a stop to your buying baker's. Such beautiful, palatable, nourishing loaves it is impossible to buy any place but Jevne's. It's home-made bread, and if you haven't forgotten how good home-made bread is you'll know just how fine this bread is. Every loaf well browned, full of nourishment, full of goodness.—*H. Jevne, Los Angeles, Cal.*

"Own Baking" Sunshine Cake. Delicate, dainty and delicious. Similar to angel cake in lightness and texture, and of a beautiful golden color.—*Finley Acker & Co., Philadelphia, Pa.*

BREAD AND CAKE

Our Baked Goods are as good as the best of good things can make them. They lack the flat taste of the professional bakery product because we use home methods in their preparation.

Best materials insure purity, of course. But there are other things that count in their making. Care, for instance, and cleanliness. That means a good deal when you are buying pastry.—*Schoch & Schafer Co., Philadelphia, Pa.*

Model Bread from a Model Bakery. For thirteen years people have been eating Noll's bread, and are still eating. It's the "Staff of Life" that you can rely on.—*Noll's Bakery and Confectionery Co., Alton, Ill.*

It is pleasant to listen to the many encomiums on our bread and pastry of so many delectable sorts coming from our ovens. If you haven't heard them, just ask any of our regular customers and you'll soon settle on this as your bakery. Cleanliness, purity, well applied skill, courtesy and prompt delivery mark our methods.—*The O. K. Baking Co., Inc., Hartford, Conn.*

Freshly baked tea biscuits make a very pleasant addition to the evening meal. But how few folks know how, or will take the trouble to bake them? We have the know-how and save you the trouble too by turning out just the most tasty, delicious tea biscuits in town, fresh every afternoon.—*R. Wild, Parkersburg, W. Va.*

Smith's excellent bread is always desirable—always healthful—always in order. It's the same delicious, well kneaded, rightly baked, wholesome staff of life that has won the commendation of almost every housekeeper in Mobile, and is asked for and bought on the lines of all the railroads entering Mobile in every hamlet, way station and town. There's something winning about its goodness that is irresistible. Every day something seasonable, special and different in cakes, pies, rolls, etc.—*Dauphin & Hallett, Mobile, Ala.*

Ever notice the cheeriness, the freshness, the cleanliness, the up-to-date look of the bakery corner Dauphin and Hallett streets? Well, that shop is an incident which illustrates the principle of the Smith Bakery business. No mystery about the Smith methods. Ovens chosen to do their work thoroughly, mixers, kneaders, conveyors, all of the latest pattern; every process as modern as science can make it, clean and spotless. The white uniformed bakers are at home all the time, and pleased to see you. No wonder that Smith's bread has won its place by its goodness and cleanliness.—*Hallett & Dauphin, Mobile, Ala.*

Bread winners who eat that made by Frost, the Baker, are sure of a just and fair return for their labor. It is a great muscle builder, is wholesome and nutritious, and as the main article of food it insures perfect digestion.—*Frost's, Poughkeepsie, N. Y.*

Some people say they do not like bakers' bread. That's because they are familiar with the ordinary bakers' bread, and not with ours. Our buns and rolls are simply delicious.—*Hall & Co., Binghamton, N. Y.*

Made fresh every day—and there's art in the baking—which produces a light, flaky crust that melts deliciously in the mouth—then there is no soaking in of the filling—no soggy, no indigestion—and the fruits used are fresh and luscious—peeled peaches, fresh cranberries, the best apples, and our own prepared mince meat. Every day Smith's bakery has a few special delicacies for the dessert table—fresh and appetizing—chocolate layer, jelly roll, supper rolls, Spanish buns, coconut gems, almond cake, lady fingers. Our varieties are all as carefully made as is Smith's bread. For goodness' sake try them.—*Smith's Bakery, Mobile, Alabama.*

Nice, fresh cakes made of the best materials. If you have not tried one of ours, you have missed a very toothsome article.—*The Hodge Bakery, Binghamton, N. Y.*

To-day we will sell five hundred of the best pies you ever ate, made in our own bakery out of the best material obtainable, largest size, well filled, crisp and tender; better than home-made. These are the 20c. kind, and will be sold to-day at 7 cents each. We shall have apple, mince and pumpkin. If you have never tried our pies, do so to-day. We have not as yet been able to make enough in one day to supply the demand.—*R. H. Williams Grocery Co., Kansas City, Mo.*

Will have only good tales to tell of what you put into it if its contents are bread, cakes and pies from the O. K. Bakery. The flour and other materials we use, the way we mix them and bake, all insure a high-class product. If you're not familiar with it, a small sample order will make you acquainted.—*The O. K. Baking Co., Inc., Hartford, Conn.*

Dark complected bread is much more nourishing than the whiter kind. Its unattractive appearance has kept it from free admittance to good society. But, once used, it is highly appreciated. We make a very handsome looking loaf of rye bread, and its rapid jump into popular favor is due to its excellent quality.

BREAD AND CAKE

Use and note your muscular development.—*Mrs. Dubois Freer, Highland.*

We have no new and large bake ovens; We make no pretensions of turning out immense quantities of pastry at low prices. What we do profess is to make our food clean, wholesome and home-like in the "good old fashioned way."—*Atwater Dining Rooms, Westfield, Mass.*

Is without question the best flavored bread on the market. It has that goodness about it which is characteristic with bread made by our mother. It's as sweet as a nut and as pure as spring water. We know you will stop baking after trying a loaf.—*Hill's, Trenton.*

Ladies and Gentlemen:—There's no use to argue the matter, Hershey Brothers are the most practical bakers in our town. For fine flavored bread, cakes, pies, rolls, etc., try *Hershey Brothers, York, Pa.*

At all times we are prepared to supply the growing demand for our well liked rolls, bread buns, cakes and pastries of more kinds than one. Middleton's bread is a household word in Marion, and our general line of good things to eat which are baked holds high rank.—*Middleton's, Marion, Ind.*

Every day bargains at our bake counter. Only the best flour, only the best butter, only the best eggs, only pure Jersey milk. In fact, everything that enters into the make-up of our bake stuff is the best of its kind. Our every day prices might be called bargain prices at *Hall & Co.'s Home Bakery, Binghamton, N. Y.*

Delicious cakes are produced here. Our bakers have an expert knowledge and achieve results which the most successful cook would fall far short of. Don't try to get up something nice for company. Send an order to the Borden Bakery and you will save yourself and please your guests. Our pound cake and angel's cake are especially good.—*Borden's Bakery, Fall River, Mass.*

Eat brain bread.—It is superior in quality and taste to any other and contains all the elements of Gluterean Wheat, which insures proper nourishment for every part of your body. Try it. My home baked goods are unexcelled by any baker in the county.—*John A. Nimpfer, Crafton, Pa.*

The best food for this hot, broiling weather is good, wholesome bread. Sunrise Bread stands above all others—none excepted—in regard to purity and wholesomeness. Made by *Sunrise Bakery, Tacoma, Wash.*

Ma-Ma bread doesn't make the purse suffer. It is only 5c a loaf and every loaf is so good that you would pay more if you had to do so in order to get it. Ma-Ma bread is just like ma-ma makes.—*Schust's Ma-Ma Bakery, Saginaw, Mich.*

The bread eaten is worth more to the growing child than the meat—if it is good bread. And our Milk Bread is good bread. It supplies all the elements necessary to sustain life. Were it not that a change is desirable all other food might be dispensed with. Made from extra quality flour in modern ovens. Wholesome, palatable and nourishing.—*Snow's Bakery, Fall River, Mass.*

Bakestuffs—So Good.—Our bakery department is for the help of housekeepers—and it's a mighty big help. Think what a relief not to have to bake a single thing at home, and to know where you can get exactly what you want whenever you want it. You couldn't have fresher cakes or pies or cookies if you baked them in your own home. They couldn't be purer, because we use the purest and freshest of everything. Let us help you with your baking.—*H. Jevne, Los Angeles, Cal.*

Such tempting pastry comes from our bakery. One of the things we pride ourselves on is the way our bread and pastry looks. It isn't enough for us that our products taste good; they must look so dainty that they will tempt the most languid appetite.—*Geo. E. Hall & Co., Binghamton, N. Y.*

No reason why you should stand over a hot stove every day if you do not enjoy it. We have meats all roasted or boiled, salads all prepared; everything in cakes, pies and bread—so what's the use making yourself miserable in a hot kitchen when you might be out on the veranda enjoying the breeze?—*Burns' Hill Market, Hartford, Conn.*

We shoulder the responsibility of what we say. When we serve you with bread, rolls, cake, pies, etc., you're assured of getting the best bakery products obtainable. Our goods are made in the most cleanly surroundings and strictly pure. Fresh daily, and always toothsome and wholesome.—*Schneider's, Kenton, Ohio.*

For luncheon.—Sandwiches made with the German Bakery's bread are remarkably delicious. In fact, in every case where bread is a component it adds a delightful relish. This is because we started to make bread as good as it can be made. We set the highest standard of excellence, and we maintain it

right along.—*The German Bakery, Tacoma, Wash.*

Jevne's home-made bread.—Good, nourishing, palatable bread—the kind you want to eat—the kind you ought to eat. Do you know what good, genuine home-made bread is? Then you know how good Jevne's home-made bread is. Our baker knows how to make bread—that's evident from every loaf he turns out. Big, flaky, well-browned loaves. Just to look at them makes you want a slice.—*H. Jevne, Los Angeles, Cal.*

Are you exclusive? Fruit graham is something no one else makes. It's wonderful how anxious people are to have something different. That is why everything we bake goes so fast. That is why everything we sell is strictly fresh.—*Russell-Spaulding Co., Binghamton.*

The vexed housewife's problem in warm weather easily solved at our stores any day, and more so late Wednesday and Saturday afternoons and evenings. Our counters are attractive hints of good things to eat. Try a dozen of fancy macaroons Wednesday. They are very nice for tea.—*Trott Baking Co., Waterbury, Conn.*

In it? Well, I guess! When it comes to baking good, wholesome bread we are in it every time. If you doubt this statement, try a loaf of mother's bread. It's the only proof you will need.—*Schaeffer's Steam Bakery, Denison, Tex.*

You'll like the way you can get our toothsome and wholesome bread, cakes, pies and pastry of all kinds fresh from the oven daily. We're more than particular as to the purity and quality of all ingredients entering into our products. Likewise scrupulous as to cleanliness of pans and appliances. Special cakes baked to order. Prompt service.—*Home Steam Bakery, Denison, Texas.*

We are baking for many; we'll bake for you. Doesn't it make you almost wilt to think of going into a hot kitchen? Don't do it! We'll provide your bread, rolls, cakes and pies—and they'll have all the "home-made" qualities. We use the materials that insure the best results; we use them unsparingly.—*Elm City Bakery, New Haven, Conn.*

Mother's Bread Appeals to the bread baker at home. They, of all others, know a good Bread when they see it. There isn't much home made since our Bread came to town. Our Bread has all the good points of home made, with a few which are distinctly its own. It's so much easier to say KOLB to the grocer than it is to stand over a hot stove.—*Kolb's, Trenton, N. J.*

BREAD AND CAKE

Bread is the staff of life, therefore it is important that it should be pure bread, well made, properly baked. The bread that is made by this bakery is perfect bread, made of the best flour, seasoned just right, thoroughly kneaded and baked to perfection. Try it.—*Home Steam Bakery, Denison, Texas.*

Loeser cake. Special bakings here in warm weather time to supply the housekeepers who have given up winter coal ranges for summer gas stoves. No cake, housekeepers say, that takes the place of the home-baked sort like Loeser cake—made of best materials and mixed and baked in the genuine "home-made" way. It is better now, too, than it has ever been. Layer cakes, five flavors.—*F. Loeser & Co., Brooklyn, N. Y.*

Ice cream and cake. Strawberries and cake. Lemonade and cake. So much more enjoyable in warm weather than heavier refreshments, and fresh, tender, home-made will make the little bite seem a special treat. Loeser cake is the real "home-made" sort—mixed with best materials in generous proportion, according to old fashioned home recipes and baked in our Fourth Floor kitchen, where nothing is made but cake.—*F. Loeser & Co., Brooklyn, N. Y.*

June brides! Don't forget the caterer when planning for your wedding. All kinds of fruit and pound cakes made, baked and prepared, any style you wish. Also the wedding cake, decorated by an expert, for a reasonable price, made of the best materials, and we have the best line of ornaments in this city to select from, no one excepted. Remember we serve nothing but the best at reasonable prices at *French's Bakery, Waterbury.*

Old-fashioned molasses cake. Real old New England "gingerbread"—rich with butter, dark with spice, moist and sweet with molasses, and crisp and crusty at the edges. Most of us remember the occasions when we happened in at the kitchen door "molasses cake afternoon" and tried to coax from the cook a big slice while hot from the oven. The recipe came from an old-fashioned housewife. The mixing and baking are done in the Loeser kitchen by the home methods that have made Loeser cakes the dependence of housekeepers in Brooklyn. Try a Loeser molasses cake for luncheon to-morrow.—*F. Loeser & Co., Brooklyn.*

Beachnut bread. It's the snowiest, best baked and best tasting bread made in Fresno. It's made of the very best of materials, accurately measured by machinery, mixed and beaten by machinery, made in the cleanest and most sanitary

shop in the State. It sells at 5c a loaf. Its quality is twice as fine as any other bread sold in Fresno, and every loaf is full weight. Telephone us, our wagons will call every day.—*Redlick's, Fresno.*

There is one thing we're here for. To make the kind of bread, rolls, pies, cakes, doughnuts and crullers that people want. We don't make them to keep or to look at; we make them to attract people who have nice taste. And the quality that we have ever maintained in our bakery goods has attracted them, and is attracting them in greater numbers than ever before. We haven't lost any customers. They stick to the store that gives them the quality. We raised the standard of quality when we began. We hold it high all the time. We are the standard bearers, and "Quality" is the word that is inscribed on our business banner. We lead because our goods are the best—and they always will be. We put the best materials and the skill into their production.—*Elm City Bakery, New Haven, Conn.*

Watson's Genoa Cake, mixed and baked in the most up-to-date progressive bakery in the West. The finest ingredients are used in its manufacture—new seeded sultana raisins, fresh currants, the best quality of pastry flour, strictly fresh eggs and fine cake spices. Decorated with Jordan almonds.—*Watson's, Winnipeg, Can.*

Royal bread. High quality. The best—not the lowest priced—bread is the cheapest. We could make our bread to sell a little cheaper at wholesale, but the customer would suffer and it's him we're after. Royal bread is made from the choicest Kansas flour, weighs a net pound; mixed by expert bakers, and baked by dry hickory fire, in a bread shop where cleanliness is supreme. We solicit mail business.—*The Royal Bakery, Topeka, Kan.*

Bakery department. Let it work for you. Our bakery department offers you the best of bread, cake and pastry. You cannot find such delightful quality in the city. It is a great specialty with our store. You need not heat up your home, unless you want to. It isn't necessary. You can buy a loaf of our bread—the best it is possible to make—for 8 cents. You can buy our celebrated crullers—fried in pure Leaf Lard—for 10 cents a dozen. There's everything you want, and it is cooked to perfection. We're co-operating with the housekeepers and the lighthousekeepers as we never have before in these matters.—*W. W. Walker Co., Hartford, Conn.*

BREAD AND CAKE

Smith's Butternut bread is held up by its high quality, purity, wholesomeness, crispness and nourishing properties. Hard winter wheat flour, the best Bohemian hops yeast, the minimum handling, and absolute cleanliness everywhere. The great problem with Smith is supplying the increasing demand. Ever see a bakery absolutely free from flies and insects? Take a look through *Smith's Bakery, Mobile, Ala.*

Bread. We take no chances with our bread. Each day's flour is carefully inspected; the ovens, mixing machinery, rooms, etc., have to undergo a thorough examination. The results achieved clearly demonstrate these precautions.—*Boyd's Winnipeg, Can.*

Royal bread. See that the label is on every loaf. It's as sweet as a nut and as pure as spring water. It gives the very impression of being kneaded and baked under the most careful conditions, and that its bakers are masters at their art. It's worth more than any other bread, yet the price is no higher. All good grocers sell it.—*Royal Bakery, Topeka, Kan.*

Running the gauntlet. The woman who makes her own bread must run the gauntlet of a hot oven and a weary baking board before she obtains it. How much easier to put down five cents and say, Butternut bread, please, and go home with the daintiest, most delicious loaf ever made in Springfield.—*Springfield Baking Co., Springfield, Ohio.*

Like mother used to make. Light bread and rolls, light cake and pastry. Care in the selection of materials, skill in the mixing and kneading, art in the baking—cleanliness, healthfulness, purity the first requisite in every detail. These are the reasons for the popular regard for *Smith's Bakery, Mobile, Ala.*

Watson's pastry. Let us bake your cakes and pies during the warm weather. We can supply you with any kind of pastry you desire, and on the shortest notice. We use the purest materials and employ the most skilled experts. A lunch at one of our restaurants will assure you that our pastry is excellent.—*Watson's, Winnipeg, Can.*

Wholesome bread can be made only in a clean, sanitary shop. Ever stop and think of the danger in eating bread made under unsanitary conditions in a shop where cleanliness is a stranger? Safest plan is to buy only bread that you know to be made in a clean, sanitary bakery, under conditions that insure highest quality and perfect wholesomeness. Such is Uncle Sam bread—made in

BREAD AND CAKE

the cleanest, lightest, brightest, best-equipped bakery in the country—a bakery that is always open for your inspection. Ask your grocer for Uncle Sam bread and don't accept the questionable kind. You'll know the genuine by this label which is on every loaf.—*Schlesinger-Meyer Baking Co., Atlanta, Ga.*

Jevne's home-made bread. We say home-made because it is just like the good bread you would make in your own home. The same care you would use, we employ. Our shops are models of cleanliness and neatness, open for your inspection at any time. Using as we do only the best ingredients, made up by expert workmen and baked in perfect ovens, why should we not turn out an absolutely splendid loaf?—*J. W. Robinson Co., Los Angeles, Cal.*

Fit for a king. Lawrence makes good bread. Are you using Lawrence's bread? If not, why don't you? It costs you no more than any other. When ordering, ask your grocer for Lawrence's bread and you are sure of getting a perfectly sanitary made loaf of bread. Lawrence goods for sale by all grocers.—*Lawrence & Son, Lansing, Mich.*

Wedding cakes, New Year cakes, birthday cakes and plum puddings. All our own make, and intended for people who must have the best. We spare nothing to attain perfection. Our chocolates and cream bon bons combine the greatest of purity and freshness, rarely equaled and never excelled. Handsome boxes and baskets filled with the daintiest and richest of confections.—*James Crawford, Confectioner, Hamilton, Can.*

Our Bread is made with the very best Flour, pure Lard and plenty of good Milk. The bakers are experts in their line and the bakery is light, well ventilated and scrupulously clean. Our Butter Rolls are the daintiest and nicest production in the bakery line. Fresh every afternoon at 3.—*Newton, Robertson & Co., Hartford, Conn.*

Our wedding cakes are delightfully good because we use the best obtainable ingredients. No lard or baking powder find their way into them; only the richest creamery butter and fresh eggs.—*Thos. Martindale & Co., Philadelphia, Pa.*

Dainty, feather-weight egg biscuit, in a new shape—oblong pieces, about an inch long. Their exquisite flavor, appetizing appearance and supreme daintiness have already made them "blue-ribbon" favorites. As a delicious, wholesome and nutritious food for the boss of the house—the baby—they are A No. 1.—*McCaffrey's, Philadelphia, Pa.*

One of the things we pride ourselves on is the way our BREAD and PASTRY looks. It isn't enough for us that our products taste good, they must look so dainty that they will tempt the most languid appetite.—*Geo. E. Hall & Co., Binghamton, N. Y.*

Wolfarth's home-made bread.—Made alike, always good—just like mother used to make. Don't be guilty of the folly of baking bread in summer. You can buy easier than you can bake. Get Wolfarth's Home-Made and save time and temper.—*Wolfarth's, Saginaw, Mich.*

The best bread is Jevne's. That's because Jevne's bread is home-made. Nobody else bakes such good bread. Great, big, tempting loaves, well browned, light, palatable. If you know what the very best home-made bread is, then you know how good Jevne's bread is. Housekeepers don't want to put up with baker's bread a minute longer than they have to. No necessity for it now. You can buy all the home-made bread you want at Jevne's.—*H. Jevne, Los Angeles, Cal.*

As a rule you can rely on children's taste in bread—the form of food with which they are most familiar. Their judgment is intuitive—a question of taste altogether—not warped with theories, not influenced by advertising, not hampered by reasons. They like it. Or they don't like it. That settles it. And, if they like it, depend on it that that bread is good bread. Kolb's family bread is liked better by children—is eaten every day by more children—than any other bread ever baked. The loaf is unusually attractive to the eye. Hearth-baked, it has a delightful crust, the richness of which is enhanced by a sprinkle of corn flour. But it is the taste-quality that attracts children—the superior sweetness that is peculiar to our bread.—*Kolb's, Philadelphia, Pa.*

What is pulled bread? Here's the story of its making: A delicious cream loaf is baked, then the crust is cut away. The spongy interior is drawn into strips and pulled, then toasted to a most appetizing crispness. It is toasted to a thoroughness that makes it acceptable to the weakest stomach. Since doctors now generally agree that machine-made crack-

ers are too starchy, and constipating, pulled bread meets with their approval on account of its digestibility. It is of feathery lightness and has no soggy interior like toast. It is not essentially a bread for the sick room, though there's no more nourishing combination than pulled bread and royal claret. It is not a fad, but a sensible nutrient to accompany cool or hot beverages this time of year when overmuch ordinary bread is too heating. Since it weighs so light there's quite a lot to a pound.—*Thos. Martindale & Co., Philadelphia, Pa.*

Some people lose their money by not investing it judiciously. Others by carelessness—but those who buy Milkado Bread never lose and always get value received—that's the reason they are so happy and contented.—*Joseph Saiter & Co., Columbus, Ohio.*

Good bread for breakfast is the best possible preparation for the day's labors. No article of food supplies so many elements of nutrition. The staff of life reaches perfection in our loaves, which, from day to day, run as even in their quality as the earth in its orbit.—*Sullivan Bros., York, Pa.*

Our Fancy Crackers are never here long enough to grow stale. And there are always many nice things in our display. You know we have them fresh every week. Everything a week old goes back. This fact should be remembered, for we don't know of a concern that has this invariable rule. When you want something dainty for Tea, Whist or Luncheon, and do not wish to run the risk of buying something stale, come to us for Fancy Crackers. We always have the largest variety in Hartford.—*The W. W. Walker Co., Hartford, Conn.*

Now that you are coming back from seashore and mountains to your city homes—and comfort—we want to feed you, we want to furnish you Bakery goods direct from our ovens to you. No middlemen's profits, no carting round the city from store to store, no stale goods. Our bakers use the very best material and make the goods right here in the building.—*S. S. Adams, New Haven, Conn.*

BREAD AND CAKE

CANDY

"What kind of candy shall I buy?"
 "Well, if you get lots of it, I want the kind that goes fast; but if you only get a little, I want something that'll last."—*New York Journal.*

Candy that has been kept for a time becomes stale and soggy, and loses its flavor. The growing demand for Nunnally's candy does not permit of its becoming stale; and almost every day the dealers in this candy are supplied by express with a complete assortment.—*Nunnally, Atlanta, Ga.*

The purity and perfection of our candies are known all over the country. Ask the lovers of pure candy what they think of Everhart's and they will say that it cannot be surpassed by any, and besides it ranks high with the pure food law, which is worrying the life out of the manufacturer who misrepresents his goods.—*Everhart's, Fargo, N. D.*

The candy and cake departments have developed into great proportions under the careful management of Miss Moore, whose judgment on cake and candy merit cannot be excelled. The assortment is large in both lines and the goods are always fresh. Probably in no other department in our store does the great difference between our prices and those of other stores stand out so plainly as here.—*Lehman, Trenton, N. J.*

At Gordon-Mitchell's you can get Lowney's and McConkey's candies—all choice goods—deliciously fresh. If you are particular, we can suit your taste. We keep the kind to satisfy those who know what good candies are—the tempting chocolates and bonbons in our confectionery cases are even more delicious than they look. You will find our stores convenient places to drop in on your way home and buy a box of candy. Price per package from 10c to \$5.00.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

As a delicious confection that is absolutely pure and clean, Nunnally's candy stands pre-eminent. No injurious adulterations cheapen its excellent quality, but every ingredient is of the highest grade, and selected with the greatest care. Rich in the nutritive qualities of pure sugar, rich cream and fresh fruit flavors, it is a wholesome food as well as a pure, high-grade candy.—*Nunnally, Columbia, S. C.*

CANDY

Apollo Chocolates are the choicest confections to be found in town. For the person who appreciates the best they afford great satisfaction. For gifts to wife, sister or sweetheart they are the most delicious "sweets for the sweets" to be found. They come in artistic boxes, in pounds and half pounds, and are kept fresh at *The Modern Pharmacy, Birmingham, N. Y.*

Wherever enjoyment is at its height; wherever there is refinement and good taste, time and occasion call for Nunnally's candy. Unmatched in purity and incomparable in flavor, it is a most tempting and delectable confection that is equally appropriate for feast and fire-side. Delicious is a strong word, but it is poor praise when applied to so toothsome a delicacy.—*Nunnally's, Mobile.*

Our candy appeals to all who desire the best at reasonable prices. Our large sales insure the stock being kept fresh and the variety will be found always equal to the quality. Shrafft's and Quality Chocolates. Ice cream always on hand to fill large or small orders.—*W. F. Currier, Plymouth, Mass.*

Butter Scotch Wafers, our special this week. Our Butter Scotch Wafers are made from the purest of sugar and fresh sweet butter. This delicious and nutritious confection combines all the best features of taffy. Fresh and tempting. Take a look at our windows and you will want some. Regular price 40c. Special 30c.—*Watson's, Winnipeg, Can.*

Pineapple Glace—extra special. This is a very delightful bit of candy that we are making—Pineapple Fingers Glace. The pineapple is cut from the finest examples of the fruit, and when it goes into the candy there is no fiber—just flavor—and the most delicate, lovely flavor of the fruit. It is the bit of candy that gives the feast its finishing touch—the gushdanal, as the Armenians say, and for which we have no word. These goods sell regularly for 40c or 50c a pound. We quote 27c, 4 pounds for \$1.—*W. W. Walker Co., Hartford, Conn.*

Pure, delicious, fresh-made candy. Made from the best sugar and other best materials, in our own manufacturing plant. To-day we are offering as a special, horehound drops of our own make, 19c pound. They are not a medicine, and yet they are beneficial for irritated throats, colds, etc. We use the genuine horehound and boneset herb and cane sugar in making them. For to-day only 19c pound.—*W. W. Walker Co., Hartford, Conn.*

The most delicious, the purest and best chocolates, creams, sugared fruits, etc., specially prepared for the festive season, are here. If you desire to give them as gifts, we've some handsome boxes, baskets and novelties to put them in. And we'll deliver promptly to all parts of the city. If you're going to entertain, let us supply the dainty cakes, pastry, ice cream, etc. They will be of the very best.—*Milton's, Winnipeg.*

A nice fresh lot of Saturday candy arrives every week and we have to increase our orders, too, because increasing sales are always the vogue with this popular confectionery.—*C. H. & H. A. Lawton Co., New Bedford, Mass.*

Rubidoux chocolates. When you're tired of ordinary chocolates and confections try a box of Bishop's delicious Rubidoux chocolates—they're pure, delightfully flavored with fruit juices and perfectly wholesome.—*Off & Vaughn Drug Co., Los Angeles, Cal.*

Huyler's candy always finds a welcome reception wherever presented. It is the acme of the candymaker's art, where only the purest and most delicious ingredients are used. Quality beyond comparison. All the popular and well known varieties, as well as many special ones, done up in dainty and handsome packages, especially for gift giving.—*Britton Drug Store, Trenton, N. J.*

The candy factory is booming with advance orders. We shall have as complete a line of beautiful candies for Christmas as can be found in New England. We shall be pleased to make estimates on the candy supply for any entertainments given by Sunday schools or other organizations. We guarantee splendid candies and perfect satisfaction. Our candy counters at both stores are loaded with specimens of the goods we make, and we aim to have every variety as nearly perfect as possible.—*Newton, Robertson & Co., Hartford, Conn.*

Nicest way in the world to buy English walnut meats. New whole meats, 35c lb., 3 lbs. for \$1.00. We have just received the nicest lot of English walnut

meats we ever saw. We looked a long time to see if we couldn't find a broken half, and we gave it up. If you like perfection in the things you buy, get some of these meats while they are fresh cracked. They will go like fun. They always do. For there are a lot of ladies who tell us, just what we said at the top of this ad, that "it's the nicest way in the world to buy walnut meats." We think so, too.—*W. W. Walker Co., Hartford, Conn.*

Christmas candies in every conceivable form for presents and general use. Get Putnam's and you will get those of the most delightful flavor. For decorating the Christmas tree we have the largest assortment of most beautiful designs, colors, etc. Our confections are all absolutely pure and healthful, and can be eaten by children with impunity.—*Putnam & Company, Lexington, Ky.*

Xmas presents of Huyler's candy. We will receive our holiday shipment of this delicious candy about Dec. 20th. It will consist of all the well known varieties and all the latest holiday assortments and novelties, done up in handsome packages for gift giving. We would suggest that intending purchasers of this well-known candy place their orders with us as early as possible—we will promptly deliver orders whenever desired. Orders, to receive the most careful execution, should be placed as far in advance as possible.—*Britton Drug Store, Trenton.*

Your Xmas candy should, above all, be pure. We spare no labor or expense to make our goods perfect in this respect. Delicious dainties made from the choicest of creams, nuts, fruits, etc. Beautiful baskets and boxes of perfect chocolates and a large line of holiday novelties. The candy shop for those who know.—*Sandall's, Newark, N. J.*

Delicious candy in fancy Xmas boxes. This big candy store will be Santa Claus' headquarters again this year. We have made special preparations to serve the finest candies made—put up in beautiful boxes especially for gifts, at our regular low prices. You buy the best for less here.—*Winthrop Candy Kitchen, New Haven, Conn.*

Acker new "dollar" box. This is an ideal gift package. It contains one and a half pounds of the choicest selections of exquisite chocolates and bon bons, and is most tastefully packed and embellished. You can select this gift for your most fastidious friend with the absolute assurance that the receiver of it will be delighted.—*Finley Acker Co., Philadelphia, Pa.*

CANDY

Christmas candy favors. The candy store favors are direct from the work-rooms of Mr. and Mrs. Santa Claus. They're just the cutest things that those two good souls ever turned out. They range all the way from a snowball that looks for all the world like a real one to a basket that bears the stamp of a Parisian artist who goes in for dainty touches and daring conceits that none but the French would risk, and that have appealed to Santa Claus as the very thing for an Xmas gift. As for prices, they are lower than can be found in any other of Santa's agencies in Brooklyn, ranging as they do from 5 cents a dozen for cornucopias—the sweetest little things—to \$11.49 for the fluffy, flower-trimmed lingerie and silk basket from gay Paris, that is fitted with a place for the choicest bonbons made in our laboratories. For the Christmas dinner or the holiday party; for the Sunday school gift night or the children's tree party; for the sweetheart of to-day or the one who has become the dearer wife; for the formal remembrance to the one who is little more than an acquaintance, or for the token of love to the friend, tried and true, there are endless suggestions and dainty gifts in the candy store, ranging in price, as has been said, from a few cents to \$12.00, each individual in style and in exquisite taste.—*Abraham & Straus, Brooklyn, N. Y.*

Christmas candies. The purest in the city and received fresh every day. Peanut brittle, fine mixtures, clear toys, 10c. lb. Thirty-nine cent chocolates 20c. Over 20 different kinds. As fine as any 39c. chocolates you ever tasted. Forty-nine cent chocolates 29c. Delightful confections that cannot be surpassed. Christmas boxes of fine chocolates holding from one to five pounds, special prices.—*The Bonton, Lebanon, Pa.*

Huyler's candy Christmas presents. Huyler's creations this season are all that the most expensive taste or fancy could desire, and yet there are scores of the most unique, artistic and attractive designs, at every reasonable price. They range from one dollar and less, up to boxes that are bargains at \$10. We are showing a display of boxes in wonderful variety, also packages in the shape of giant fire-crackers, mammoth pencils, packs of fire-crackers, English walnuts, jars, and many other original creations. They are such as will please everyone from the tots to "my lady."—*Elkin-Watson Drug Co., Atlanta, Ga.*

Jevne's handmade chocolates. Do you know how supremely good Jevne's handmade chocolates are? If not, then order

a generously large package to-day for to-morrow's enjoyment. Every pound of our candy is made in our own scrupulously clean kitchen, by expert candy makers. And only the purest, finest materials go into them. So purity and wholesomeness are guaranteed—our long list of candy patrons vouch for their deliciousness. Combination chocolates. We want to call particular attention to these surpassingly tempting chocolates, a cream fruit filler with a heavy coating of delicious chocolate. They're generously proportioned—ask for them. Why not try the bitter sweet chocolates?—*H. Jevne Co., Los Angeles, Cal.*

The thought of the good things that are to come is almost equal to realization. It is not so with Nunnally's candy. Anticipate what you will as to sweetness, flavor, purity and daintiness, and you will not be disappointed. A first taste will convince you that it is a delicious confection of exceptional excellence; while the variety is greater, and of a quality superior to any other high-grade candy.—*Nunnally, Montgomery, Ala.*

You will now find on sale at the candy department fresh stocks of these delicious confections. These are the original Swiss milk-chocolates and will be found superior in every way. They are most nutritious and are recommended for children's and invalids' use.—*The M. W. Tanner Co., Saginaw, Mich.*

By the strictest attention to the wants of our patrons we have established a reputation for fine confections. We are daily producing new candies and our customers have learned that there is no store in the city where they can really find the dainties that we have. The coming week has many novelties in store for you and we hardly need to urge anyone to come to our candy department.—*Newton, Robertson & Co., Hartford.*

California crystalized fruits. Now is the time to pick out the box of crystalized fruit you send to your friends in the East. We have an unusually fine assortment this year—just the thing if you wish to send a California souvenir. Put up in beautiful boxes and baskets artistically packed. We will attend to wrapping and mailing. You just leave us the address.—*Wells Candy Co., Los Angeles, Cal.*

Saturday special, London brand chocolates. This is the finest quality 40c candy. Assorted kinds and flavors—smooth, rich and delicious. Every pound neatly packed in a handsome embossed box. Just try a pound to-day and be convinced.—*Clarke Bros., Scranton, Pa.*

CANDY

Chocolates. Those of soft, sweet, pure, creamy interior and of the black, bitter rich coating exterior. Just to think of them—any time—makes your mouth water.—*Everhart's, Fargo, N. D.*

Guth chocolates and bon bons, 40c, 60c and \$1.00 pound. Better sweets could not be made. Saturday night's express brought us our first of Guth's dollar chocolates and bon bons. The 40c and 60c chocolates have won a host of friends in Saginaw during the past year, and we believe the \$1.00 grade will be cordially welcomed, for we are certain that no such candies have ever been sold in Saginaw before. The Guth chocolates and bon bons have a reputation for unexcelled flavor, purity and deliciousness in six cities where Guth branches are established and in hundreds of other cities and towns where agencies are situated. In their manufacture every question of expense is disregarded in adhering to the high ideals which have been maintained in the development of the richest, most healthful and choicest sweets made in America. The result is that Guth chocolates, bon bons and fancy candies have a deliciousness that tempts even the jaded and gives to the word "sweet" a new meaning.—*M. W. Tanner Co., Saginaw, Mich.*

Give me Everhart's. Somehow it seems natural to ask for Everhart's delicious candy. It is made right here in Fargo every day and is always fresh. Everhart's will stand government inspection—or any other kind—it's pure. Eat all you want.—*Everhart Candy Co., Fargo.*

Delightful deliciousness. These two words exactly describe the confectionery at our stores. We have a large assortment of McConkey's, Huyler's and Lowney's confectionery, than which there are no more delicious confections made. They are always fresh, firm and luscious—so temptingly delightful that it is easy to understand why so many people come to our stores regularly for candy.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Seiter's chocolates have a flavor and richness which make them distinctive from all the others. Candy bought at Seiter's is a guarantee against everything adulterant or injurious. If you have never eaten any of our chocolates and bonbons, you have missed one of the good things in life.—*Seiter's, Pueblo.*

Careful packing preserves candy. On opening a box of Nunnally's candy one will realize immediately that it was packed with unusual care. The top layer is found in a tray with every piece in a separate paper case. Beneath the

tray the box is packed in layers. Each piece of candy has a definite position and is separated from every other piece by wax paper, partitions or paper cases. The result of the above care in packing enables Nunnally's candy to reach the consumer without a scratched or broken piece in the box, and in perfect condition.—*Nunnally, Atlanta, Ga.*

Candies. "Einstein's Golden Pheasant Chocolate Creams, the freshest, purest, most delicious, most moderately priced that you'll find anywhere. If you have never eaten our candies, there is a pleasant surprise ahead of you. All the old flavors from which to choose, together with these new ones: Pistachio, pineapple, queenie, fruit, spice, chocolate and Chartreuse.—*Louis Einstein & Co., Fresno, Cal.*

Lyon's candies. Candies, like books, should be chosen with discretion. Both are capable of infinite harm. The selection of Lyon's candies is a perfect choice and a safeguard against candy evils.—*Lucas Bros., Mansfield, Ohio.*

Candy by the yard. We are selling a fine chewing candy at 5c a yard. It is an interesting sight, even if you do not buy, to see the man as he cuts off yard by yard of the richly-made sweet. A demonstration of Milk Rice is being held at our store this week.—*Woodruff Grocery Co., Waterbury, Conn.*

Pure candy. The sweetest girls are usually fond of sweet things themselves. The surest passport to their good opinion is a present of delicious candy. We have all kinds made almost daily, consequently ever fresh and pure and toothsome. You can ever rely upon its high quality, and perfect purity. Once get the habit of buying our candies and chocolates and you will never be satisfied with any other kind.—*John Scolos & Co., Schenectady, N. Y.*

Marechal Neil chocolates and bonbons, the daintiest, most delicious, sweetest and purest, most appetizing and satisfying and healthful candies you ever tasted in your life—fresh from the spot cash model candy kitchen. The spot cash label on candy signifies the best in candy. Candy made of the purest material—candy made in a candy kitchen spotlessly clean, where daintiness and cleanliness are continually practiced.—*The Spot Cash, Joliet, Ill.*

Fudge and caramels make a delicious combination for the sweet tooth. These are fresh to-day and just as pure as they are fresh.—*Sibley, Lindsay & Curr Co., Rochester, N. Y.*

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Delicious confectionery. Our confections are the acme of the candy-maker's art. Pure and delicious, they are always fresh, for so popular a candy never remains long in the show-case. Rich and creamy, in all flavors. Carefully packed in dainty boxes, it is always a welcome gift.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

Sweet things that make life seem like "one grand, sweet song" are love's vows, babies' kisses and plenty of our choice delicious confections to help the good work along. A little sweetener like our Long Branch chocolates or Jersey creams lubricates the wheels of love and life considerably, at a trifling expense. Try some.—*Walter T. Hall & Co., Ottumwa, Ia.*

Our candy department is as much a part of our business as any other department in our store. It isn't looked after in a slipshod, haphazard fashion. It's done well, skillfully—a little better than anyone else does it. Everything used is the very freshest, the very finest, and the candies are concocted by a confectioner who knows his business thoroughly. Freshness—that's strong point about our candies. It's fresh, every piece of it you buy.—*H. Jevne, Los Angeles.*

In humid weather glass jars filled with stick candy are hard to beat, 15c.—*Wanamaker's, Philadelphia, Pa.*

39c. Chocolate chips 24c, and nobody sells this favorite candy for as little as 39c, even except this famous candy store. It is a thin and crisp molasses chip, finely flavored with lemon and covered with a smooth and pure chocolate—one of the candies that you never tire of.—*Abraham & Straus, Brooklyn.*

Walnut fudge, 20c pound. Fudge—somehow it suggests girls' boarding-schools, and delicious sweetmeats constructed "on the quiet." These walnut fudges are as good as any you ever made on a chafing dish in a closet—delicious sugar candy with carefully picked walnuts scattered through.—*Wanamaker's, New York.*

When you present a box of candy to a lady friend there is great satisfaction in knowing it is the best—and you couldn't please a lady more than to offer her a box of bonbons with Wiley's name on it, for she knows it is a guarantee of purity and excellence and a gift she will thoroughly appreciate.—*Wiley's, Atlanta.*

Fine fresh candy.—You can't help liking every kind of candy we make—it is all so fresh and so pure and so good. From the plain sugar candy to the fine French kinds, every piece is just as

good as we know how to make it. We are in the candy business to do it so well that everybody will want to eat Jevne's candies. Take a box home for the children—we'll pack a box with whatever you wish.—*H. Jevne, Los Angeles.*

The candy we sell is particularly clean, made by clean people, in clean sunny places; particularly well cooked; we have old, well-taught skilled work-people; particularly fresh—a number of kinds are made fresh three times each day—a steady stream being delivered all hours of the day; particularly pure—no adulterations; particularly moderate in price—owing to large quantities made at one time and our extremely large sales, quality considered, it costs one-fifth less than elsewhere.—*Wanamaker's, Philadelphia, Pa.*

W.J.B. chocolates. The purest and freshest chocolate is none too good to use in making Boyd's chocolates. And we use it—that's why they are so good.—*The W. J. Boyd Candy Co., Winnipeg.*

"Perfect condition" candy grows in appreciation. As the weather gets hotter "perfect condition" candy is more and more appreciated. By "perfect condition" we mean candy that is neither softened nor hardened by the heat, candy that is fresh and firm and just right in every way for full eating enjoyment. You can get just such candy at our stores, made by such well-known makers as Huyler, Lowney, McConkey.—*The Gordon-Mitchell Drug Co., Winnipeg.*

Candy, and nothing but candy. You take no chances. You never get disappointed—there is no better candy made in the whole world than is made right here in Tacoma by Tacoma boys and girls.—*Pop Smith Candy Co., Tacoma.*

Reeves' famous bon bons and chocolates have long since established their right to be called the finest. These delicious confections are made fresh every day of the very choicest materials. They are general favorites throughout Washington. Seventy varieties—all at the popular price, 47 cents per pound.—*Reeves', Washington, D. C.*

Coveted sweets to-day. We wish to call your attention to two popular makes of candies received by us, by express daily. Repetti's (the famous "Royal" Italian candy) and Wiley's. Receiving these goods fresh every day warrants your approval and purchase when a box of sweets for her is wanted. Assorted chocolates and chocolates and bon bons; also many specialty boxes and packages of each make. Phone or call—a trial convinces.—*Luhn's Pharmacy, Houston.*

CANDY

Made fresh every day. Pure, delicious chocolates and bon bons. Everything considered, it's but natural that Reeves' chocolates and bon bons have attained the reputation of being best among confections. Pure and delicious at all times. Seventy varieties made fresh every day of the finest materials.—*Reeves', Washington, D. C.*

Baby creams. For to-day (Saturday) we have a supply of our celebrated baby creams. You'll be surprised at the value you can get at 25 cents a pound. Assorted taffies and water ice for to-morrow (Sunday) in early. We deliver promptly.—*Trust's, Sacramento, Cal.*

There's a cherry in it like some other cocktails, but Fenway cocktails, the most delicious confection known, intoxicates only with delight. And why should they? They combine the choicest Maraschino cherries, purest, most delicious cream, richest, finest chocolate obtainable and the most expert workmanship. Exquisite is the word. Take home a box, 25 cents.—*Mitchell's Drug Store, Springfield, Ill.*

For a long time we refused to sell candy, on the ground that it was bad for people to eat so many sweets. Then we thought better—decided that if people must have candy they should have the purest that could be made.

Candy made in clean, well-lighted places.

Candy made of the best materials.

Candy sold for only a reasonable profit over the cost of making.

The Schipper & Block Confectionery Store is ready!—*Schipper & Block, Peoria, Ill.*

To have candies that ought to be rich, pure; and the plainer candies pure and good is the most important part of the candyman's work. But he has succeeded so well that our 30c candy looks like average 38c and 39c candy, and our 40c is as good as any you ever saw for 60c. This is the unbiased opinion of everybody who has seen them together and compared them.—*Partridge & Richardson, Philadelphia, Pa.*

The bottom layer of a box of Huyler's candies brings forth as many delicious morsels and surprises as the top layer. The goodness, freshness, and purity is the same all through.—*Huyler's, Brooklyn, N. Y.*

If you live within trading distance of Hartford you can have pure candies fresh from our Model Candy Kitchen. We say model candy kitchen because the materials, the work, and the place where the work is done are ideal in every respect. We produce only the

choicest goods in every line, and when you get such goods fresh from the factory you have a genuine treat.—*Newton, Robertson & Co., Hartford, Conn.*

A brand-new combination of delights that we're sure you'll like. Selected Pecan nuts, candied cherries—a layer of each hidden away in cubes of fresh cream candy that melts in your mouth.—*Wanamaker, New York, N. Y.*

Pure candy is good for the children and good for you. We want you to come in to-day and get acquainted with our "Sensation Licks." It is the name we have chosen for the popular kind of candy that is sold on a stick. Repeated demands for this piece from people who wanted to be sure of its purity has led us to put "Sensation Licks" on the market. True to our motto, "Not how cheap, but how good."—*Newton, Robertson & Co., Hartford, Conn.*

A summer candy. Because they are light and delicious, without being too rich, the Newport creams are favorite confections in the warm days. They are a dry, flaky cream that melts away in your mouth, flavored with orange, lemon, cinnamon, strawberry, pistachio, vanilla and chocolate; remains fresh for an indefinite time.—*Abraham & Straus, Brooklyn, N. Y.*

Try these candies. Fresh to-day and as tempting to the pocket as they are to the palate.—*Wanamaker, New York.*

Two new candies. New with us, although both of them are famous in the countries where they are made. Nougat provençal comes from Marseilles, and is the very finest of French nougat. We have it now to sell for the same price it costs in Paris. Small's maple chocolate creams are made in Canada and are much appreciated by those who want an absolutely pure maple candy. We have them now in airtight packages so that they will keep perfectly.—*Frederick Loesser & Co., Brooklyn, N. Y.*

Here's a chance to send a box of fine, pure, toothsome and wholesome candy to your friend in the mountains or at the seashore, with the assurance that it will be appreciated, and at the same time pay much less than such excellent sweets would cost elsewhere.—*Abraham & Straus, Brooklyn, N. Y.*

Wanamaker Assorted Chocolates at 20c a pound are famous. In the first place, these chocolates are well made, and in the most delicious assortment. In the second place, they are made of absolutely pure ingredients which we can recommend.—*Wanamaker, New York.*

CANDY

Old fashioned stick candy.—This is the kind your mother ate and you ate when you were a boy, and they sell it at some of the old village stores now, the lemon, lime, horehound, clove, anise, sassafras, peppermint and wintergreen sticks that looked down upon you from glass bottles on the store shelf. There's just this difference, these are more delicately made and add to wholesomeness attractiveness, pretty enough for after dinner tidbits, 9c a jar.—*Abraham & Straus, Brooklyn, N. Y.*

The candy store has the most fascinating bank that ever tempted boy or girl to save pennies. You drop a penny in the slot of a real chocolate machine, and get a cake of chocolate of the regular size, and yet save your penny at the same time. This is the first device ever known in which you get your cake and keep your penny, too. The chocolate machine, with key and ten cakes of chocolate, 50c complete. You can buy new supplies of chocolate with the pennies that you take out of the bank when the chocolate is gone. Thus the chocolate supply is self-supporting.—*Wanamaker, New York, N. Y.*

Best candy at Jevne's, and nothing remarkable about that—the best of everything to eat is at Jevne's. When we make anything to sell, we determine to make it a little better than anyone else does. That's the way it's been in our confectionery department—we've made it so good that people simply can't help buying Jevne's candy. They are the fine French candies and the plain sugar candies, and every kind you buy is perfectly pure and fresh and good.—*H. Jevne, Los Angeles, Cal.*

Treat your friends to a delicious box of home-made candies. Make them acquainted with our place and our delicacies.—*Alfieri, York, Pa.*

Tell your friends how much you enjoy the candy we make. Our candies are worth buying because they are fresh, home-made and positively pure. Spread the news about their superiority. Our ice cream is also famous for its excellence. Let's hear from you.—*Harris, Columbus, O.*

We are going to beat the weather this season. We are going to make our delightful hard candies, that you love so much, and place them in sealed glass jars, so you can have them all summer long. You know they cannot be handled any other way. But this way they will prove a fine success. They will keep. You can take them to the seashore with you, and they will be just as nice as

they are in winter, even if you have foggy days. And all the favorite varieties will be included—buttercups, fruit cuts, chocolate chips, cinnamon chips, peach blossoms, opera twists, straws, satinettes, and all perfectly fresh and tempting.—*W. W. Walker Co., Hartford.*

If given judiciously, Huyler's candy removes all irritation caused from an untimely visit, clears the field of all dangerous rivals and opens the way to a "Personal" talk, from which the best results can be hoped for. "Huyler's" can be either given or sent, the results are the same in both cases!—*Heiz Bros., Waco, Texas.*

A few of the many nice candy kitchen specials. You can spend a few minutes very interestingly in looking over the dainty confections which are constantly coming fresh from our busy candy kitchen.—*Newton, Robertson & Co., Hartford, Conn.*

The Easter bunny makes his bow. You might think Easter came to-morrow, to judge by the way our candy store is thronged with rabbits and chickens and eggs, and everything else that can by hook or crook be held to possess Easter significance. We've fairly outdone ourselves in this year's collection—and we have made it ready thus early to enable you to make up your minds about what you really like best and to buy it before everybody is hunting after Easter things. Come and see the brave showing—you'll be delighted and amused.—*The Wanamaker Store, New York.*

Prices lower in the confectionery section. The price of confectionery has dropped considerably for Saturday's selling, as the following prices plainly show. This is an opportune time to treat the little ones, and give them pure, good candies with only a very little strain on the purse strings.—*Hudson Bay Store, Vancouver, B. C.*

Good candies.—Here are some that are just a bit more delicious than any you ever ate—unless you've already tried these. And they're perfectly fresh. Take home a box of one of them to-day.—*The Sanderson Pharmacy, Scranton, Pa.*

Jack Straws.—What in the world are they? Well, I'll tell you! They are a piece of candy about five inches long, about the size of a lead pencil, composed of a thin covering of deliciously flavored crisp candy, filled with delicious sweet vanilla chocolate. A very dainty confection. They come in vanilla, rose, violet, lemon or pistache flavors.—*Bierma's, Buffalo, N. Y.*

CANDY

We have everything in the way of fine candy for Christmas. We make our own goods and they are pure and fresh. A specialty made of fine mixed candy for the holidays. Package goods in fancy boxes, including Lowney's, at the lowest prices.—*Mellons & Co., Binghamton.*

Ever tried us on buying candies? If not, start to-day. You'll gain in quality without increasing the cost. Our policy when handling candies has always been to give our customers the best and purest goods that's possible for the money. We're satisfied with reasonable profits. Buy direct from the best makers in the country, which saves you all intermediate profits. As to assortment, we have increased our assortment and can safely say that there isn't one nearly its equal.—*Hills & Co., Hartford, Conn.*

We don't wish to be presumptuous, but you really don't know the delightful sensation of a kiss till you taste those Dixie Kisses.—*Veeder & Yelverton, Schenectady, N. Y.*

We make but one thing and we make that well—candy. You won't find anywhere a more tempting variety of novelties in the line of toothsome "goodies" than we can show you. You won't be quoted better prices—that's certain.—*The Ophilakos, Galveston, Tex.*

Candies! Candies! You should just see them! They're the first thing to greet you as you enter the store, and they're so tempting it's hard to pass them by. Always fresh. The reason it's so fresh we receive it direct from the candy kitchens. The reason it's so good is because of its pureness and made by the finest confectioners. All kinds; all prices.—*The Butterfly, Muncie, Ind.*

The lips you love are the lips that love sweet carnation chocolates. A fairy confection of creamy sweetness that melts within the tender caresses of the palate. Get a box. They're fine.—*Salt Lake Candy Co., Salt Lake City, Utah.*

The sweetest candy on earth.—Our candy, made by ourselves of pure sugar and the best of everything in materials is the best that can be produced.—*Newton, Robertson & Co., Hartford, Conn.*

Are you a judge? If you are a judge of a good, pure, fine tasting candy call here; we have lovely confections to please the most fastidious palate. Made every day and always fresh.—*The Fleur de Lis, Salem, Ore.*

Choice chocolates. The kind that carries joy to the "Summer Girl's" heart. Made of the purest materials and made with the intent of producing the best

confection possible. Rich—not sickish—delicately flavored and satisfying. Chocolates that haven't any equal for quality and toothsome anywhere at considerably higher prices than we ask. Take a box to the theater or on that outing trip.—*Geo. E. Sawyer, Portland, Me.*

Special candy to-day. "Special," because it comes post haste from the kitchen to the counter. It's here to-day with the bloom on it.—*Wanamaker's, Philadelphia, Pa.*

Good, pure candy is the most acceptable gift you can present to your lady friends. They will appreciate the kind we sell.—*U. N. Spake, Galesburg, Ill., Feb. 1, 1902.*

An order placed with us will convince you that we make the finest kind of frozen desserts.—*Hauff Ice Cream Co., New Haven, Conn.*

A maiden—rich—but seeming cold, A young man—poor—but a crafty soul, A "course" of Huyler's—tactfully sent; He now collects her papa's rents.

In matters social, friendship, reciprocity or remembrance, there is nothing that equals that thoughtful gift, Huyler's candy.—*Herz Bros., Waco, Texas.*

Choice confections.—What is more blissful these days than a big hammock, a good book and a box of Jevne's good candies. If going away for over Sunday, take a box of Jevne's candies with you to nibble on. There aren't any better confections made—we don't know where you can get any so good. We'll pack them in any size box you wish. A box of these candies daintily packed makes a very acceptable gift.—*H. Jevne, Los Angeles, Cal.*

Saturday sweetmeats. A toothsome trio for to-morrow's enjoying.—*The Wanamaker Store, New York.*

Bon Ton chocolate chips, the most delicious of molasses chips, smothered in rich chocolate coats. See them in our window this week; buy a pound or two and enjoy their extra fine flavor.—*Fox & Adams, Bangor, Me.*

Anticipation. The thought of the good things that are to come—is almost equal to realization. As regards our candies, anticipate what you will as to sweetness and flavor and you will not be disappointed. Franklin's confectionery pleases ten times out of ten, and it's our pleasure to please you, no matter how small your purchase. An oyster sandwich with a cup of our delicious chocolate or perfection coffee makes a delightful lunch when down town shopping.—*Franklin's, Salt Lake City, Utah.*

CANDY

They fit the lips like kisses—and taste so sweet. That's why Wardell's confections are so popular. Pure confections, these; flavor delicious.—*Wardell's Store, Ingram, Pa., Feb. 1, 1902.*

Chocolates are at their best, you know, a few days after they are made. Then we say they are "dead ripe." To-day we shall have on sale a large quantity of chocolates of our own make, and they are at their best or "dead ripe," as the expert says. There will be delightful creams, flavored with vanilla, peppermint, coffee and maple. And of course there will be our splendid chocolate dips. 40 cents a pound is the price of these chocolates, but you compare them with those you pay 80 cents a pound for, and see if we are not doing wonderful things in the making of chocolates. We leave it to you.—*W. W. Walker Co., Hartford, Conn.*

New York is the greatest candy mart in the world. There is more candy made and eaten in this city than anywhere else on this planet. And the very best candy is made right here in New York. We mean that our candy store shall become a factor in the distribution of high class sweets at moderate prices, in proof of which we offer for Saturday.—*Wanamaker's, New York.*

Delicious chocolate chips.—A confection that pleases all tastes. Three hundred pounds bought especially for the Fair trade. Take a box home with you. It fills the requirements of the higher priced candies, is as pure and as good, but does not cost as much.—*A. Harris & Co., Dallas, Texas.*

Almond and pecan croquettes.—A novelty in the candy store, and one of the daintiest candies that ever bid fair to become the rage. Jordan Almonds and Texas pecans are encased in a rich shell of shredded dates and figs and combined with cream.—*Abraham & Straus, Brooklyn, N. Y.*

This week we offer Croft and Allen's fine cream mint candy at a special price, 10c a pound. This is the soft creamy kind and could not be better if we charged double the price. Fine cream chocolates in assorted shapes and flavors, and a fresh lot to arrive this morning as nice as you please. All you want from a quarter pound up at 13c a lb.—*Geo. M. Dunlap, Philadelphia, Pa.*

Concerning confections. There is such a vast difference in candy—such a variety in quality and price that it is hard to tell when you are getting good candy until after you have paid for it. That's why we are so careful to have every

pound of our candy as good and fresh and delicious as candy can possibly be made. At our candy counter you will find many new and toothsome dainties.—*Andrew R. Cunningham, Detroit.*

Choice chocolate chips.—A real new confection, made of crisp molasses taffy dipped in sweet, wholesome chocolate. Doesn't that sound good? They taste good, too. They are called "Rare Bits," and will make a rare treat to take home. See how enticing they look in the window.—*Kingston, Denison, Texas.*

From a lover.—A lover's pure, wholesome candy, sent regularly to the adored one. All women love candy; it's symbolic of their nature—sweetness itself. But don't risk your happiness by getting it at any place but here. There may be other candy just as good as ours; but then you can't be sure of it, and here you may.—*Westfield Candy Market, Westfield, Mass.*

A well-invested quarter. Twenty-five cents buys a pound to-day of either of these most delicious candies: Silver strings. Miniature pillows, filled with coconut and covered with shiny, sticky sugar candy. Chocolate-covered caramels. Old favorites, but fresh and tempting.—*The Wanamaker Store, New York.*

Another week of special candy selling! This time we offer fresh-made, rich, creamy chocolates—assorted flavors—at the bargain price of 20 cents a pound. The only regret you'll have about these chocolates is that you didn't buy two pounds instead of one! But why not buy two pounds to begin with?—*Fox & Adams, Bangor, Me.*

Ever take home a box of candy on a hot day, and find a conglomerate mass inside, when you opened it? That's exactly what won't happen to these hot-weather candies. They are insulated—armor-clad—against heat and dampness. And they're delicious, too, to nibble on a summer day.—*Wanamaker's, New York.*

Take a box with you. A box of Jevne's candies. If you're going away to spend Sunday, no matter where you go, you can't buy any such candy as Jevne sells. So provide yourself with a big box of Jevne's before you start. Nothing would tickle the children so much as to have you take them some of this candy Saturday night. The reason there is such a difference between Jevne's candy and other candy is because there's a difference in the making. Our confectioner knows how to make the best candy—and that's the secret of it all.—*H. Jevne, Los Angeles, Cal.*

CANDY

Comfortable confectionery.—Just as much difference between the seasonable and unseasonable candy, as there is between winter overcoats and duck trousers. Here are candies of the summer sort—ninety degree weather won't make them soft and sticky—for most of them come in waxed paper, tin boxes or glass bottles. And all are delicious to eat.—*Wanamaker's, New York.*

Are you a judge of chocolate coatings? If so, we invite you to make a comparison between ours and our competitors'. Not only is ours superior in flavor and smoothness, but it is the highest price coatings used in the Northwest. A comparison is all we ask to convince you.—*The Palm, Spokane, Wash.*

The candy department is one of the growing departments of our store. And the reason it grows so fast is because the candies are so good, so fresh, so pure. We only know how to make candies one way at our store—the best. We never get careless and let impurities or stale ingredients slip in. Just the very best candies that are made—that's the business of this candy store. That we succeed in doing it this way every piece of candy will testify.—*H. Jevne, Los Angeles, Cal.*

A box of Acker's 39c bonbons and chocolates. Put it in your trunk. We would suggest two boxes. Your friends will be delighted to receive one of them. Pack them on the top. They will be wanted early and often. When the supply runs out you can renew it by a postal order. We deliver free in many places—you may be near one of them. You will be sure of getting your candies always fresh and pure at Acker's. We pride ourselves upon that. As to quality and excellence of assortment, we challenge comparison with the finest 80c confections ever made.—*Finley, Acker & Co., Philadelphia.*

Toasted Marshmallows.—That sounds like a piquant dainty, and it is, sure enough. Pure vanilla marshmallows are rolled in toasted shredded coconut, and you'll never guess how delicious they are until you bite into them.—*Wanamaker's, New York.*

Wiley's pure and delicious candies are not the cheapest that are to be found. If cheapness is the only consideration, there are better places to buy; but if you want good candy, pure candy, such as you need not fear eating yourself, giving your friends or your children, we are sure of our ability to please you. Quality considered, our prices are reasonable, which is the true test of cheapness. Made

fresh every day, temptingly packed in beautiful boxes from half to five pounds.—*Wiley's, Atlanta, Ga.*

Nuts to crack for competitors in candy-making. Our dainty, pretty candies are envied by them all, but the results can not be attained by cheap materials, colors, flavors, etc., or so-called candy makers. We use only the pure, high grade materials and candy makers worthy of the name.—*The Palm, Spokane, Wash.*

Silver Moon Candy. As fine and fresh an assortment as you find in the city. Our extensive varieties of chocolate bonbons, etc., are of the highest grade, and cannot be surpassed in quality, and at the reasonable price.—*Oliver Finne Co., Little Rock, Ark.*

Candies at 20 cents a pound. Buying Wanamaker's candies below their regular prices is something like getting government bonds below par—in the admirable quality of the investment. A splendid chance, or rather two of them, for such investors to-day.—*Wanamaker's, New York.*

Candy everybody likes.—That's the reputation our candy has—everybody likes it. Why? Because it's so fresh, so fine, so delicious. We have the best candy maker we could find, and we give him only the finest and choicest materials to use in his candy making. Result is, every time you want candy, "You're safe at Jevne's."—*H. Jevne, Los Angeles.*

Clean and up-to-date are adjectives aptly applied to Peoria Candy Kitchen and Bakery. We stretch a point to avoid even an approach to anything contaminating, and patrons of this bakery may rest assured of the perfect cleanliness of every ounce of bread, cake and pie we bake.—*Peoria Candy Kitchen, Peoria, Ill.*

The glass that cheers and refreshes you on a warm day is our delicious ice cream soda. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts—remember that when you want soda water. We manufacture all our flavors from the fresh fruits.—*Palm, Spokane, Wash.*

The finest candy.—It's as natural for Jevne to sell the best candy as it is for him to sell the best of all kinds of groceries. And what fine candy it is! Every piece a mouthful of deliciousness. Plain candies and fine French candies—every piece absolutely pure and perfectly fresh. Candy making is a great science. Our confectioner understands it. Buy any amount you want—but buy Jevne's, Los Angeles, Cal.

CANDY

Of course you'll want candy. Fancy spending a double holiday with no candy in the house—particularly if you're a jolly young crowd! We've got a fine, fresh supply of delicious candies, ready for your demands to-day and to-morrow. Whether you want the simple sorts, or the best bonbons, chocolates and candied fruits, we'll supply you satisfactorily and promptly.—*Wanamaker's, New York.*

Cocanut Jumbles, 20c a pound. Fresh, toothsome summer candy. A crisp sugar jacket enfolds a delicious cocanut center. You'll like them, of course; 20c a pound.—*Wanamaker's, New York.*

It will make your mouth water to lift the cover from a box of Belle Mead Sweets and see how daintily they are assorted and packed. We guarantee every ounce to be absolutely pure. Make your next order for candy Belle Mead Sweets.—*Culver-Deisler Co., Saginaw, Mich.*

Doctors will tell you that a little candy now and then is good for you, like a little recreation, but it must be pure, absolutely pure candy. Wish you could see our candy factory—how invitingly clean it is—how every utensil shines—the very air itself suggests purity. Every ingredient is as carefully considered as a physician's prescription. And yet, with all this care to make it the purest, most delicious and best—it is less, very much less in price than the same grade can be purchased anywhere else.—*Abraham & Straus, Brooklyn.*

The purest and finest candies obtainable anywhere will be found at the main candy store in the basement. Some of them are imported, but most of them are made in our factory.—*Wanamaker, Philadelphia, Pa.*

Every woman is a judge of candy—and the Reeves Chocolates and Bonbons are favorites everywhere they're known. All made here on the premises—coming fresh from our candy rooms all the time.—*Reeves, Washington, D. C.*

A Bunch of Candies.—Run your eye over this list of pure, fresh, delicious candies, and see whether it doesn't set that sweet tooth to jumping.—*Wanamaker's, New York.*

A box of these candies, tastefully arranged—and we make a specialty of that—and tied with red, white and blue ribbon will make as acceptable a gift as you can take with you.—*Abraham & Straus, Brooklyn, N. Y.*

No finer candy than this is to be had anywhere in the world and nowhere but at Loeser's can you buy such candy for 60c. a pound. There are no less than

thirty different kinds of Chocolates—the chocolate in each instance being the purest Swiss milk blend. There are all the favorite Bonbons and some new dainties. Try a pound and see if it is not as fine candy as you ever tasted.—*Fred Loeser & Co., Brooklyn, N. Y.*

Everybody's Favorite Confection—Scotch Kisses.—A soft marshmallow, highly flavored with vanilla and then dipped into a coating of good, old-fashioned butter, so crisply cooked that it's like eating a candied nut—sold in other stores at 60c.; here at 29c. lb.—*Abraham & Straus, Brooklyn, N. Y.*

Moir's. The particular hostess naturally selects Moir's chocolates for a stylish social affair. When arranged in a bonbon dish, with each chocolate in its neat, fancy paper cup, they look the very essence of daintiness and refined good taste. My! how delicious they are, too! Such delicately flavored centers, containing creamy confections, nuts, fruits and jellies, concealed under the finest, smoothest coating of the very richest chocolate. The number of different varieties in each box will delightfully surprise you.—*Moir's, Ltd., Halifax, N. S.*

Leggett's Saturday candy is pure, wholesome, and genuine, absolutely free from artificial and inferior ingredients. Apollo chocolates. Fresh every week and superior in quality to any other candy, no matter who makes it or what its price. Always glad to prove it with free samples. These chocolates are handsomely packed in half-pound, pound and two-pound boxes.—*The Clifford Pharmacy, South Norwalk, Conn.*

Leggett's Saturday candy, 29 cents a pound. For flavor assortment and purity it is unequalled. Just such a box of assorted chocolates as you pay 50 cents a pound for any other day and think you were getting it cheap. Stop in for a box. Apollo chocolates—the best candy made. Free samples to convince any doubter. Handsomely packed.—*The Clifford Pharmacy, South Norwalk, Conn.*

Confections. When filling the lunch basket for the picnic, don't forget Boyd's confections. They add greatly to the enjoyment of the occasion. Sold by all leading confectioners.—*The W. J. Boyd Candy Co., Winnipeg, Can.*

We keep good confectionery and keep it in good condition. Our candies are protected against all possibility of contamination, and are kept fresh by frequent supplies. We are exclusive agents for.—*The old Corner Drug Store, Waco, Texas.*

CANDY

OYSTERS

The autobiography of an oyster.—I am born without jaws or teeth; but I've got fine muscles, liver and a heart. In each year of my life I produce 1,200,000 eggs; each of my children is 1-120th of an inch in length; so, 2,000,000 little ones can be crowded into a space of one cubic inch.

I am ready for the table in from one to five years after birth. You will never find me in cold parts of the world. I dislike cold. In Ceylon I sometimes grow to a foot in length. One of me there makes a stew, when I am half a foot broad. I am not of much account in England, unless I am imported there from America. It makes me very sad to think of fetching up in the Strand—I, who was discussed by Tiberius and Julius. I have been the cause of much bloodshed. Men fight fierce battles for me all along the American coast, the Italian, and the coasts of Kent and Essex.

If you eat me raw you are not at all likely to regret it, for I am in a raw state very nutritious and easily digested. As a fry I am inclined to be uninteresting and heavy. So few know how to fry me. I am about the only animate thing that can be eaten with impunity in a raw state. Parasites cannot exist in me as they can in chops and steaks and fruits. I am a pretty good friend to man. And to woman. Look at the pearls I've given her. Thackeray has compared me in a raw state to a new baby. Yet I never kept him awake nights.

I'm not half bad in a stew; but as a roast in the shell all the poetry in me comes out. Then I sizzle with emotion, in butter, red pepper and a little sauce. The clam is like the driver of a handsome cab then—not in it with me. The clam! That commonplace fellow! I avoid him as much as possible. I am not a snob, nor yet a cad, but I really must not be expected to fraternize with the clam, nor can I discuss him. The line must be drawn. He's not in the Four Hundred. Well, I am.—*Blue Pointe.—Wm. F. Libbey, New York.*

In the first rank the oyster finds its place. It's appreciated alike by the untutored savage and the cultured bon vivant, for the simple reason that it's delicious, nourishing, strengthening—and we furnish it in its best estate—fresh, tender, juicy; to be eaten raw,

fried, stewed, broiled, roasted, or any way you prefer it. Remember that our demand is such that we have no left over stock, and every day's supply is just from the shell, where it was alive.—*American Fish Co., Sacramento, Cal.*

Mill pond oysters. The aristocrats of oysterdom need no introduction to oyster lovers. They're medium in size—plump—and have a flavor that places them in a class by themselves.—*Hildebrecht's, Trenton, N. J.*

The oyster season opens with September. The oysters we use are of fine flavor and good size. We serve them in many ways. A busy bee Baltimore broil on toast is a favorite.—*The Busy Bee, Columbus, Ohio.*

Deep sea oysters shipped to us daily in sealed packages. No other dealer in this city has an oyster trade as large as ours and we attribute this growth in our oyster business to the quality of the oysters we sell. Always during the oyster season you will find here the varieties common to this part of the world and if we supply you, you will have no complaint to make on the quality.—*Heagerty's, Binghamton, N. Y.*

Not everybody knows the difference between the oysters fresh from the oyster beds and those which have laid around a cold storage house several days, or weeks, before being shipped. If you are an oyster connoisseur and want only the freshest and most luscious bivalves send your order here—then you can make your own comparisons.—*Price Fish Co., Rochester, N. Y.*

We lead in sea food and our leader is Oysters. You could not get better oysters in Baltimore than we serve right here in the heart of Chicago. Our oyster shipments come direct from the coast daily by express and the bivalves are packed in special packages iced for the trip. Two days after our oysters are removed from the bottom of the sea you can enjoy them in your home—that's just the right length of time, we are told, to make the oyster perfectly edible.—*Morton's, Chicago, Ill.*

Oysters! Oysters! Season's open today. We're all ready with fresh-from-the-coast oysters of the finest quality. Never saw oysters better at the opening of the season than this year. You'll say so too if you send your order here.—*Fulton Market, Pittsburg.*

OYSTERS

FISH

Mackerel.—Everybody wants new mackerel—not old, rusty fish.

Since we recommenced business at the old stand in February last we have bought and sold 37 barrels of mackerel, 7,400 lbs. We venture to say that we sell more mackerel than any one store in the State of New Jersey.

People come to us for mackerel 10, 15 and 20 miles, and we have one customer who lives in Philadelphia, to whom we ship mackerel—says he cannot get any good ones there.

We pride ourselves on our mackerel, taking great pains in buying and packing. Any size package you wish—from a 10-lb. kit to a barrel.

We bought in the market on Monday some of the finest, fattest No. 1 shore mackerel that we have seen in many a day. Fat, white and thick—fit for a king. Price is 14c. a lb. They are elegant eating.

We have some more (5 bbls.) of those shore No. 2s just received, and while the price of fish is advancing, for this quality our price still is 12c. a lb., and they are fine mackerel. \$1.35 for a 10-lb. kit.

Neither our mackerel nor our prices need any apologies. Our fish are right. Our weight is right. Our price is right. —*Lossey & Alpaugh, Somerville, Pa.*

A good present to your friends is a Penobscot River salmon. We have just received at our market an extra fine line of Penobscot River salmon. When we say Penobscot River we mean it; we do not palm off a St. John's fish on you, because we do not have them. These salmon are a good size to send away as a present to some of your friends. We box and pack them so that they can be sent any distance and arrive in excellent condition, and the price we will quote you will be as low as the lowest. We guarantee these salmon to arrive in perfect condition or money refunded. Give us your order early because this lot will not last long.—*Lynch's Market, Bangor, Me.*

Our fish are shipped here direct from the nets and consequently are fresh. Good fishermen know what that means. Give us an order and you'll know. We clean them free and deliver them whenever you want them.—*The Joliet Fish Market, Joliet, Ill.*

We have arranged with one of the foremost packing houses at Baltimore for daily shipments of prime, fresh oysters during the season of 1903-04. This fact, coupled with our knowledge of and facilities for handling the delicious bivalve, should suggest to you that we can serve you as well, if not better, than any other dealer in the city.—*Green Front Market, Altoona, Pa.*

Fresh Fish!—And we can look you all straight in the face when we say it. The fact is, to-day's display is exceptionally fresh and attractive.

Haddock, 5c. lb. Who can say living is high in the face of that price for good fish? Order all you want to. No limit.

White Fish, 7c. lb., 4 lbs. for 25c. White Fish, when good, is very, very good, and these White Fish are good.—*W. W. Walkers Co., Hartford, Conn.*

Creamed codfish is enjoyable any time, and especially commended for the evening meal, as it does not burden the digestion.

If you don't entertain a good opinion of mackerel, come in and get one of our 25-cent size. It's so meaty that the bones are a small part of it, and if soaked over night it's just salty enough to make it an ideal breakfast article.—*T. E. Burns Co., Knoxville, Tenn.*

The Japanese are showing their endurance on long marches and hard fighting with Russia, and it may be because they are great fish eaters. If you want to be healthy and able to endure hardships substitute fish for meat. All the desirable kinds are in season now. Weak, blue, butter, porgies, sea bass, halibut, binito, mackerel, flounders, etc., soft crabs, clams and oysters.—*W. H. Crisp, Trenton, N. J.*

Our Large Stock of Lenten Dainties enables you to have a different Lenten dish for every meal. Here you will find the choicest of everything edible, from river, lake and sea, put up in most tempting styles.—*G. G. Cornwell & Son, Washington, D. C.*

Golden haddies. If you never picked the bones of a smoked Finnan haddie you've missed a fish experience of the pleasantest kind. Ours come from Boston every second day, newly caught, newly cured and newly smoked.—*The Mohican Co., New Haven, Conn.*

FISH

FEED

Hungry horses are poor and unsatisfactory workers. It pays to feed well and use good feed. Buy it from Simon & King and note the satisfactory smile on your horse's countenance.—*Simon & King, Crowley, La.*

Resolutions by the Barnyard Convention.

The horse and donkey said "that the corn, oats and hay from Agle's was the best ever," the cow said "their chop-feed, bran and middlings are rich and delicious," and the hog and sheep said "'tis all true, for we have tried it," and the rooster chirped in here and remarked "that they keep everything a live chicken wants down there. Why, they have wheat, rye, coarse meal, cracked corn, grits, beef-meal, bone-meal and the finest poultry foods."

It was Resolved, That the master be instructed to purchase his feed from *Geo. Agle & Sons, Bloomington, Ill.*

One poultry man says his hens have laid 50% more eggs during the past year than they did one year ago when he was not feeding our prepared Alfalfa cuttings regularly. We know from his experience and from tests we have made ourselves that no more perfect hen ration can be made. If you are interested in increased egg output you had better give this feed a trial. Low prices to tempt your orders.—*Lathrop's, Rochester, N. Y.*

You won't have colicky horses if you mix a little of our prepared horse food in with the daily rations. Contains conditioner in just the right proportion to do your horse good. Prepared by an expert veterinary who has made a long study of the effect of foods on horses. Come in and get a liberal free sample.—*Baker's Feed Store, Buffalo, N. Y.*

Particular Wheat Buyers! Here's your chance! I have some chicken wheat—got 250 sacks from Oregon—extra good—large, plump, clean, gold colored kernel. A pound goes nearly as far as 24 ounces of the common run.

It is a big bargain—not in the price, but in the quality.—*Cutler, Eureka, Cal.*

Mixing good feed for all domestic animals is a trick we have learned. Come to this store when your supply is low.—*Hay Market Feed Store, Lowell, Mass.*

Feed for poultry, horses and cows you will always find in this store. No other feed merchant in Binghamton has had as long experience as we have in feed mixing—we keep chickens and feed horses and cows ourselves—we know what they require to keep in good condition.—*Matthews, Binghamton, N. Y.*

Laying food for hens. Nothing better than our "Hen Mix." Sell it in 5, 10, and 25 lb. lots, and guarantee the quality. Hundreds of letters from poultrymen testify to its worth.—*Star Feed & Grain Co., El Paso, Texas.*

Your horses can't complain when you are giving them feed which does not satisfy, but when you give them Page's feed they will express their satisfaction by doing better work, keeping in better condition and looking better. We look to quality in preparing our feeds and long time users testify as to our success. *Page's Feed Store, Rochester, N. Y.*

Ever buy ready mixed feed for laying hens? No matter whether your experiment proved a success or not, we know that you will be satisfied if you try our hen food. Just the right ingredients for egg making. We'll guarantee an increased egg output if you will follow our directions and give your hens proper care and attention.

Bargain lots of feed should not interest you unless the reputation of the dealer is good and you recognize real quality in the feed. Several cars of feed now on our siding. We want to unload them and are ready to show you a bargain—price and quality both right.—*Fulton & Co., Elmira, N. Y.*

Don't forget that when you want the best and cheapest horse feed, one that will put your horse in good condition and keep him there, that we sell it—that we sell more of this one kind of feed than all others put together and that it has never failed to give satisfaction wherever it has been given a fair trial.—*Wm. M. Powel, Chester, Pa.*

Buy feed for your cattle with care. Anything is not good enough if you expect your horses to keep in good working condition, your cows to keep healthy and give good milk. No siftings or dirt mixed in with the feed you get here.—*Grange Store, Newburgh, N. Y.*

FEED

BEVERAGES

*Oh, the pungent, deep aroma
Of the leaves so lightly bruised,
And the tinkle of the broken ice,
With joy our soul's infused;
And the brown and oily liquor,
So old—so old and dear—
All prove the season's on again—
Mint-julep
Time
Is here.*

—Midas' Magazine.

A budget of grocery, wine, and liquor specials to note.—Careful selection, perfect quality, freshness and every other essential the particular housewife demands are always found in the merchandise we sell here in our grocery store—that's why it's so popular.—*Bloomingdale's, New York.*

Wines and liquors come in for low price emphasis.—This list, planned especially for to-morrow's sale, offers the rarest chance of the season for replenishing buffets.—*Bloomingdale's, New York.*

Imported and domestic—the best productions of the finest distillations in the world. Merit wins. It's a store that has grown—growing—and will continue to grow. When wanting goods that are to be used for the sick or feeble, get them here. Goods are as represented by the label.—*Durkin's, Spokane, Wash.*

During the good old summer time—If you desire a pure and delicious cocktail, you will find our Manhattan and Martini cocktails just the thing. Mixed and ready to serve.—*M. Salzman & Co., Binghamton, N. Y.*

A word about brandies.—For whatever use you want good brandy, this comprehensive stock of ours can supply just the grade desired.—*E. M. Hanrahan, Binghamton, N. Y.*

McCaffrey's preserving brandy will be needed from now on, if you intend putting up any brandied fruits. This we are offering you is as pure and as strong as it is possible to make it, consequently there will be no loss of sleep, worrying whether your fruits are going to keep or not.—*McCaffrey's, Philadelphia, Pa.*

I am often asked: "Is this genuine St. Croix Rum?"—or "Is this genuine Jamaica Rum?" or "genuine whiskey?" Now how could a place like mine exist for 35 years if it did not sell genuine liquors? It is the very purity of our wines and liquors that gives the sick who are obliged to take stimulants, faith in our goods.—*Leon Greenberg, Hartford, Conn.*

Wine and spirit safety for the consumer lies in just one of two things; expert knowledge of the goods themselves (which few possess) or faith in the firm selling them—which all should have. Our wines and spirits are dependable—with selling values based upon the keen knowledge which sixty-three continuous years of experience in handling have brought us.—*Edw. E. Hall & Son, New Haven, Conn.*

For the holidays.—We can provide at exceptionally low prices all the many kinds of liquid refreshments that are needed for the annual reunion and dinner. From the appetizing cocktails down through the wines of all grades and vintages to the luscious cordials which so gracefully aid digestion and bring satisfaction and contentment to the diners.—*John F. Cunningham, Woonsocket, R. I.*

For the table or the sick room our wines and liquors are unsurpassed, because they are pure and wholesome. We buy only the best and consequently sell only the best. Such stock as we bottle ourselves is the finest quality, and has been fully matured in the wood under the most favorable conditions. A trial order for wet goods will convince you that this is the place to buy.—*Flegenhimer Bros., New York.*

BEVERAGES

Christmas cheer awaits you in good measure, if your purchases of brandy for egg nog, whiskey, claret and cordials, for before, during and after the Christmas dinner are made from us. Always careful in selecting our wines and liquors, we are particularly zealous in choosing them for holiday occasions. Order early, please.—*L. A. McKinnon, Crowley, La.*

No better line of choice wines, whiskies and brandies in town than we carry. Let us deliver you an order at your house. We quote the very lowest prices and will respond promptly to a telephone or mail order.—*O'Neil & Delehant, Fall River, Mass.*

It is absolutely necessary to have a little wine or whiskey in the house in case of sickness—but you must be sure to have the pure article. Buy from the L. A. Wine Co., and you will not have to worry about the quality. Whatever is good, we have it—and our prices are practically the same that inferior goods are sold for elsewhere.—*Los Angeles Wine Co., Los Angeles, Cal.*

We are accomplished mixers when it comes to fixing up an appetizing hot drink, a morning bracer or a night cap. That's right in our line, and we don't let anyone beat us. If you have never tried us all we've got to say is that you've missed a lot of pleasure in life, but then it's never too late to mend. We can always be found at the old reliable, the *Acadia Saloon, Crowley, La.*

McKinnon's place for straight or mixed drinks. Our wines, brandies, whiskeys, rums and cordials present the best opportunity for the consumer to procure pure and honest liquors. Better not drink at all than drink impure or doctored drinks; so the surest way to get the best is to purchase of *L. A. McKinnon, Crowley, La.*

*This is a screw to draw the corks
Out of the casks at last,
Where cobwebbed, gray and old they
stand
In the cellars of the past.*

*Vintages rare and precious as gold,
Seals of the Veuve Clicquot,
Hock and Moselle and Burgundy Rose,
Oh, the list is long, we know.*

*Legacies all that the good monks left,
And here is the silver key
To open the doors of their prison house,
And to set their spirits free.*

*So this is the Christmas gift I send
In a spirit of toleration,
With only one warning to you, my friend
To use it in moderation.*

BEVERAGES

SOFT DRINKS

We use every precaution in bottling Wheaton's famous bottled soda water, to see that the bottles are thoroughly cleansed. The same precaution prevails in every department and no impurities are allowed in the preparation of the soda water. It is a delightful drink for warm weather and the cost is just the same as you pay for inferior soda water.—*Wheatons, New Bedford, Mass.*

Our fountain is doing its best to cool the thirsty, perspiring multitude. Its efforts are quite successful, we're glad to say. From out of the multitude of satisfactory beverages, we might single "The Gibson Girl" as just a little the best.—*Reynolds Drug Co., Denison, Tex.*

Such soda water as we are now serving! Must be splendid 'cause everybody says so. You like good soda, don't you? Then you can't help liking ours—no one can, it's so delicious and fresh and is so frigidly cold.—*Towne, Secombe & Allison, San Bernardino, Cal.*

For all occasions Vineland Grape Juice is in every way satisfactory. Served in a punch bowl, with chipped ice, it is delightful at social entertainments. In fact it is more than a beverage; it creates an appetite, acts as a tonic and is beneficial in all cases of sickness. Vineland Grape Juice is absolutely pure. Has strength, color, flavor. For sale by druggists and grocers. To realize just how good this grape juice is, send ten cents for a trial bottle—not an ordinary small sample but the regular ten cent bottle.—*Vineland Grape Juice Co., Vineland.*

Home made root beer. If you want a healthful and refreshing drink for the summer, let us supply you with quart bottles and patent stoppers attached, at \$1.00 per dozen, delivered within the city limits. You can get a bottle of root beer extract from your grocer and make the cheapest and best drink obtainable.—*Binghamton Glass Co., Binghamton.*

El Verde grape juice! This is a grape juice that is pure, that has not one drop of adulteration in it. It is made in Pomona by Louise Cary Smith and is just what its name implies—wholly grape juice. The grapes are grown in the El Verde vineyard, and are pressed daily in season. The benefit derived in drinking a pure grape juice, both in health and sickness, is not realized by every one.

But a pure grape juice like the El Verde supplies a great deal of nutriment for the body. Single pints 25c.—*H. Jevne Co., Los Angeles, Cal.*

R U particular? Then why do you drink soft stuff from old bottles with rusty wire and rotten rubber stoppers? Ask for "Climax" brand soda water. It's for particular people.—*Fred L. Norton, Binghamton, N. Y.*

The Coleman soda fountain caters to the taste of people who know quality in soda fountain beverages. Particular attention is paid to customers both at the fountain and in the reception room, fitted up for those who desire a short rest while enjoying the delicious concoctions of our expert dispensers.—*Coleman, Memphis, Tenn.*

It may be interesting to people who are careful about what they drink, to know that the Pureoxia beverages are absolutely pure and safe. The water used is a pure spring water, thoroughly and effectively filtered, and equal care is taken in every department of the manufacture. You can bank on the quality of Pureoxia drinks.—*Newton, Robertson & Co., Hartford, Conn.*

Welch's grape juice is a safe drink for children and invalids. Besides being palatable, it contains many health-giving properties unknown in any other beverages. Your physician will tell you Concord grapes are richer in vegetable foods than any other fruit.—*Welch Grape Juice Co., Westfield, N. Y.*

Fickle taste finds itself anticipated at Cirkler's soda fountain. We have a variety of sundaes, sodas and mineral waters that number into a hundred. We appeal to your taste through your eyes by having everything tastily displayed and served. Our service is prompt and polite and the whole fountain is sanitary to the highest degree.—*Chas. H. Cirkler, Minneapolis, Minn.*

A new drink—"Cantaleup Sundae." It is made of ice cream, cantaleup and just a dash of something else to give it snap and flavor. The newest and most satisfying drink of the season. Served at our fountain, but then you expect to find "the new" here first. Come to-day and be cooled, refreshed and rested by a "Cantaleup Sundae."—*Reed Huribut, Des Moines, Ia.*

SOFT DRINKS

A Dutch treat is one where one always receives the equivalent of what is given. In drinking our fine bottled goods, our cream soda, strawberry, ginger ale, or Dr. Pepper, you more than get the equivalent of what you pay in satisfaction, besides getting a treat that is fit for the gods.—*Excelsior Bottling Works, San Diego, Cal.*

Doesn't it make you tired to have the soda clerk offer you the old-fashioned drinks when you ask for a Mary Mac-lane highball? This new and up-to-date summer drink is cooling, refreshing, invigorating and devilish good. A little different from anything you ever tasted. To be had only at our fountain.—*Newbro Drug Co., Butte, Mont.*

What is Grape Fizz? Why, just the nicest blended fruit drink you ever tasted. Made of the true fruit, pure as can be—a real thirst quencher. Equally as good as a phosphate or with ice cream.—*Lucas Bros., Mansfield, Ohio.*

Grape juice for strength. There's nothing like the pure juice of luscious, ripe grapes to give one strength. It makes pure, rich blood, increases one's weight and is one of the most agreeable system tonics that can be taken. Especially valuable in cases of debility following illness. It also makes a delicious beverage.—*Gordon-Mitchell Drug Co., Winnipeg, Can.*

Wanamaker Grape Juice is the juice of the grape—pure and undefiled, without chemicals or other deleterious preservatives.

It is made from the most carefully selected Lake Erie Concord grapes, thoroughly sterilized, and fresh, sweet, and delicious.

It possesses strengthening and tonic qualities, is harmless and easily digested; and makes therefore an admirable drink for invalids.

Its rare flavor also makes it a most palatable Summer beverage, to be taken either in full strength, or diluted with plain or carbonated water, and served with cracked ice and, perhaps, a dash of lemon.—*Wanamaker, New York.*

It is called by many "the restful drink." It is made from fresh, full cream milk, and contains the right food elements in proper proportion. Try a cup before going to bed at night—especially if the day has been a strenuous one—see how comfortably you rest and how fresh you awaken the next morning. It is a nutritive diet for men, women and children.—*F. Loeser & Co., Brooklyn, N. Y.*

For a delightful summer drink you should visit the elegant soda fountains

in Riker's stores. Once you get a taste of the delicious drinks we serve you'll know where you can always depend on fully satisfying that insatiable summer thirst with something really good. We have a number of "treats" in store for you—delectable drinks such as are not served at ordinary functions. Drop in first chance you get.—*Riker's, Brooklyn.*

El Verde Grape Juice—We're selling the new vintage now, and it excels in every way any heretofore put on the market. The "El Verde" grape juice in the past has been far superior to all others, and our patrons will be more than ever pleased with the new vintage. It is nothing but pure grape juice with all the natural sweetness and flavor of the grape. Unsweetened, undiluted and no preservatives of any kind used.—*H. Jevne, Los Angeles, Cal.*

Lime juice. Do you know that there's nothing quite so nice for a summer beverage as a drop of lime juice. Of course, pure lime juice is the only kind to buy. To be absolutely sure that you are getting pure lime juice you must buy that bottled by the Hudson's Bay Company. Two or three teaspoonfuls in a glass of cold water makes a drink fit for a king. A bottle will make about fifty glasses; very special indeed.—*Hudson's Bay Stores, Vancouver, B. C.*

Keep cool. We will do our part toward keeping you cool. At our fountain you will find iced beverages that are not only delicious but pure, wholesome and healthful. Our cream is the cream of creams. We have electric fans to assist the cooling process.—*Reynolds Drug Co., Denison, Texas.*

Ice cold deliciousness. What a satisfaction an "ice cold" fountain drink is. How delicious it is. How it appeals to the appetite. How refreshing. Ice is not saved at our fountains. We know our drinks will not be right unless "ice" and plenty of it is used. It's the "ice" as well as the mixing and the materials and the cleanliness that makes our fountain drinks so delicious.—*Kingston, Denison, Texas.*

New and old beverages. Tastes differ, but they never differ so much that they cannot be suited at our fountain. We serve all the old-time fountain favorites as well as all the new ones that are worth while. If you want plain sodas, mineral waters, phosphates, cream combinations, root beer, ginger ale, egg drinks, ice cream soda or new and delicious specialties, we have them—all at their best.—*Reynolds Drug Co., Denison, Texas.*

SOFT DRINKS

Call in at one of our *fountains* on a hot day or evening. We will serve you the coolest and best drinks you ever tasted. They quench the thirst because they are made right. Expert operators at all our fountains. All the latest American drinks.—*Watson's, Winnipeg.*

Drink at the big white *onyx fountain*. Every fancy drink made by expert mixers from genuinely pure materials. Clear, sparkling waters, suggesting cool, rock-bound springs—phosphates, sundaes, egg drinks, lemonades. Stop as you go by.—*Boswell & Noyes Drug Co., Los Angeles, Cal.*

A lover's retreat in our *soda fountain*. For those who love a cool and refreshing soda flavored with the real taste of the garden, just sweet enough, our fountain suits. There must be something about our fountain that brings people back for more. You will come back too, when you taste our flavors.—*Owl Drug Store, San Bernardino, Cal.*

Fancy sundaes. Good every day in the week and Sunday too. Pure ice cream with different combinations of flavors, fruits, syrups, nuts, ices, etc., so ingeniously put together as to make the most delicious and cooling dish of frozen cream.—*Towne, Secombe & Allison, San Bernardino, Cal.*

Commodore Peary has the honor of "The nearest the pole." The "coolest spot" most Springfield people can discover this summer will be found in the bottom of one of our dishes of ice cream or a glass of delicious red raspberry sherbet. Fifteen minutes for 10 cents, away from the hot sun, making a pleasant discovery every time a spoon touches the lips.—*Maldaner & Sons, Springfield.*

White Rock Water.—We can't say too much about White Rock water. It is without question the finest water procurable for drinking purposes. Its flavor is delicious and it has certain healthful qualities not to be found in

other waters. It is full of life, vim and sparkle, but has not the bite, burn and sting of other charged waters. Everybody knows the need of pure water—or ought to. There couldn't be a water purer than White Rock. We are sole agents.—*H. Jerome, Los Angeles, Cal.*

Now! About the dinner? The dinner has three essentials—turkey, cranberry sauce, and water. The water ought to be purest and best, so call.—*The Ingram Lithia Water Co., Birmingham, Ala.*

Some natural drinks. Mineral Water is Nature's drink, and a drink fit for the gods it is, for it does its duty well and quenches your thirst. Very healthy, too. You ought to drink a glass of mineral water every day. We carry the various brands.—*Towne, Secombe & Allison, Druggists, San Bernardino.*

A man said yesterday. "I have partaken of Root Beer at several different fountains, but it does seem to me somehow that what I get at the People's Pharmacy Fountain is the most refreshing and best tasting of all." Not only is this the case with root beer—it's the same with everything we serve. Give us a fair trial and you will be convinced that the man who complimented our root beer yesterday was correct. Ice cream delivered to any part of the city in any quantity without extra charge.—*The People's Pharmacy, Denison, Texas.*

Pure refreshing Ginger Ale. No, all ginger ale is not pure, as many of the so-called ginger ales do not contain even the smallest amount of ginger. Our ginger ale is the "real thing." It is made of genuine ginger root, sugar and pure spring water. You'll notice the difference when you try it. It's a healthful drink and is most refreshing and stimulating—just the drink for you when fagged out with the heat. On draught at our fountains, 5c a glass, or in bottles 10c.—*Central Drug Co., San Bernardino, Cal.*

SOFT DRINKS

WINES

"This," said the host, as the butler appeared with two pony glasses of the amber liquor, "is some especially fine brandy. I want to see how you like it."

"Ah!" exclaimed the guest from Texas, as he tossed it off, "that's good liquah, sah. I wouldn't mind having a drink of that."—*Philadelphia Press.*

Wine and Spirit Section.—We know that, quality considered, our wines and spirits are lower in price than any to be found in the city. We make a point of selling nothing but what is absolutely pure, making this a safe store to shop in. We do away with the unpleasant task of your carrying bottles with you by delivering free all purchases to any part of the city.—*Hudson's Bay Stores, Vancouver, B. C.*

Advertising Wines.—There is a certain pleasure in advertising when you know you are telling the truth. So it is with me when I advertise and tell you that the wines you get in my place are absolutely pure. I know that when you buy a gallon or bottle of this wine and begin to take it, you will notice the benefits derived from it. It will build you up more than any tonic. The best spring medicine.—*Leon Greenberg's, Hartford, Conn.*

Sweet Isabella Wine. Beautiful color and absolutely pure. Retains almost perfectly the rich fruity flavor of the sweet Isabella grape from which it is made. Because of its purity and age it is very beneficial used as a stimulant.—*Gedney's, East Orange, N. J.*

Pure wines, for the table, the invalid and the connoisseur. Twenty varieties of the choicest productions of the best known vineyards of California.—*Jos. Fleming & Son, Pittsburg, Pa.*

Sherry Wine. If you are in the habit of using an imported sherry at a high price, try our California sherry. It is not like the cheap sherries. It is the highest grade made in California. It has been properly made and aged, and it is guaranteed to us and by us to you to be strictly pure. It makes an excellent stimulant for a weak stomach and is sure to cure indigestion. Try it and you will never want any imported sherry.—*Leon Greenberg, Hartford, Conn.*

The very life of the grape—most healthful of fruits—all the sunshine and

zest it has gathered as it ripened in the vineyard, is contained in Cook's Imperial Champagne—the most delicious and healthful of wines.—*Cook's Champagne Co., New York, N. Y.*

Don't you agree with us that wine has its place in the daily menu quite as much as bread and butter? We think so, and would like to bring you over to our opinion. Our special sales, held every second Saturday, are doing much to popularize the moderate use of wine as a table beverage. Our sale prices are bona fide reductions from list rates and enable the judicious customer to obtain high-grade wines at a cost low enough to make their constant use an economical consideration.—*California Winery, Sacramento, Cal.*

This is claret time—claret lemonade, punch, sherbet and the host of other good things in which claret is used. Claret is not a mere luxury, but is gently stimulating, perfectly wholesome and possesses great properties of building up the bone and muscle of the human frame, providing it be good and pure. That's the kind sold here—we have the domestic and foreign brands.—*The New Store, Binghamton, N. Y.*

Your physician will tell you of the superior medicinal qualities of an absolutely pure fermented grape wine. Great Western champagne is the choice of discriminating consumers the country over.—*Pleasant Valley Wine Co., Rheims.*

Wines for the home.—Of course you want the best, and most people know when the best wines are wanted. Nothing fills the bill like Peerless Brand.—*So. Cal. Wine Co., Los Angeles, Cal.*

The wisdom of selecting a beverage with care as to its purity and quality must be apparent to everyone. Great Western Champagne is the choicest, purest, product of the grape, without a superior, under any label, foreign or domestic.—*Pleasant Valley Wine Co., Rheims, N. Y.*

WINES

WHISKEY

The truth about whiskey. Rye whiskey is made of rye grain moistened and heated until the starch in the grain is developed. Rye or barley malt is then added to the mash and a chemical change takes place, turning the starch into sugar. This last mixture is fermented by the use of yeast and the product, now technically known as the "beer," is sent through a still and then again through a second copper still, from which we get whiskey—a high-proof colorless liquid. This liquid at the distillery is put into oak barrels charred on the inside to open the pores of the wood, thus permitting the tannin in the oak to come more quickly in contact with the whiskey, and in the course of time becomes the beautiful amber colored fluid known as Rye whiskey. This process seems simple. The secret is in the way it is done and in the quality of the material used. In our distillery only the best rye grain and the best and highest priced barley malt is used. Only the best oak that can be bought is used for the barrels. All this has and does cost money, but it has made the reputation of Gibson's pure Rye whiskey; it has made the Gibson's distillery the largest producer of High grade Rye whiskey in the world.—*Moore & Sinnott, Philadelphia, Pa.*

Good liquors are what we handle. We never care to recommend poor, cheap stuff. Fine liquors that please the most particular are here in any quantity desired. Holiday supplies are easily obtained at very reasonable prices. Those who are not well posted can have the value of our experience by asking.—*D. S. Way Drug Co., Colorado Springs, Col.*

A neighborly feeling prompts one to be sociable at times and extend hospitality to their friends when they call, so keep your sideboard stocked with good table wines, pure and velvety whiskey from our choice stock of liquors. Our prices are always right, and our goods are always fresh.—*Ingersoll & Esler, San Bernardino, Cal.*

We are able to offer the largest stock of all the best known and reliable brands of select whiskies, also an enormous and varied stock of whiskies put up under our own label and bottled under our direct supervision in our wine rooms. These from rigid tests prove second to

none and for aroma and flavor are rarely equaled. They are the best to be had at any price. From all over this state and many others besides come mail orders for our brands. These are filled promptly and shipped by return express. All of our goods carry with them the guarantee of absolute satisfaction or money refunded. As a store for family liquors we lead—our prices always by comparison showing a drop below others by fully thirty per cent., this because we are satisfied with small profits.—*Jacob's Pharmacy, Atlanta, Ga.*

"A little whiskey now and then is relished by the best of men," and above all let it be Oronoco Rye. Oronoco Rye is not a whiskey that is to build up a sale for to-day and be forgotten or supplanted to-morrow. It's a whiskey whose merit of quality makes it permanent friends, whose list grows longer all the time. The man who drinks Oronoco to-day will drink it years hence. He'll never find another rye so tasty, so rich, so all-satisfying.—*Edward J. Quinn, Washington, D. C.*

Don't forget that among the multiplicity of candidates offered for your suffrage there is one indorsed by all parties. Republicans, Democrats, Socialists and even the Prohibitionists, when the doctor orders it, and that is the G. F. H. Private Stock Rye Whiskey. Polls open from 6 a. m. till 9 p. m. Saturday till 11 p. m. You can send your vote by mail, or telephone 406.—*Geo. S. Hewett Co., Worcester, Mass.*

All of the injurious effects attributed to whiskey come from mixed, manipulated stuff that's but a poor imitation of the real article. Pure whiskey, properly made, well aged and untampered with is not only harmless, but decidedly beneficial. It is difficult to obtain the right article because there's less profit to the dealer. Every drop of whiskey sold here is guaranteed to be absolutely pure. I stake my reputation on every transaction.—*I. H. Oppenheim, Atlanta, Ga.*

On the buffet, in the sick-chamber, in the mountains or at shore, a pure stimulant like Green Valley rye whiskey stands ready like a sentinel, over your health and happiness. Faultless in quality—honest in measure.—*Casey Bros., Scranton, Pa.*

WHISKEY

In the buying of whiskey you'll search far and long to find another liquor store selling whiskies with the same relative quality and price—and after you have sought you'll not find it. It don't exist, and there are obvious reasons why. But it's the whiskies themselves that interest you. Take each price—50c., 75c., \$1 and on up—price for price you can't duplicate the quality we give you in any liquor store in the country, any more than you can our price in the drug line.—*Jacob's Pharmacy, Atlanta, Ga.*

Cold Weather Suggests Whiskies.—Cold weather suggests the replenishing of the whiskey bottle in the medicine cabinet.

Absolute purity ought to be a factor included always in your whiskey buying but positively when it's for the family use. We lay great stress upon purity.—*Jacob's Pharmacy, Atlanta, Ga.*

Oronoco Rye, a time-honored stimulant of absolute purity. The perfection of aroma and taste is found in Oronoco Rye. Its age, purity and flavor are of the highest standard. Its quality made and maintains it as the favorite tonic for home use! Remember when the doctor says "A little whiskey." He means pure whiskey—Oronoco Rye. Therefore, it is essential that you always have a supply of Oronoco Rye on hand. Its richness and deliciousness makes it preferred for mixed drinks.—*Edward J. Quinn, Washington, D. C.*

Good liquor rightly used is food and medicine.—We furnish the liquor—as pure to you in the pint as we get it in the barrel—straight from the grain grown by sun and rain, with no poison to craze you, no drug to stupefy, and with no unholy mixture to put your natural appetite to sleep.—*J. W. McKeon & Co., Worcester, Mass.*

Ask any man who is a judge of good liquor, and he will tell you that our reputation for the finest goods at reasonable prices is not excelled by anyone in the city, and if you want to see how true it is give us a call.—*Empire State Wine Store, Schenectady, N. Y.*

Our old Golden Wedding rye is the most popular and at the same time satisfactory rye whiskey that we sell. It is a perfectly pure straight old whiskey, that will at once commend itself to all for family or medicinal purposes. It is just what you ought to expect a high grade rye should be. If it's a question of price the figure may not suit you. If it's a question of quality at the price you will be well suited.—*Johnson & Brother, New Haven, Conn.*

This whiskey is noted for its high quality, perfect purity, and mellow age. It is made exclusively by the Sweet Mash process from carefully selected grain, in the immediate vicinity of the distillery, and received by us direct from Government Bonded Warehouse, and guaranteed to be absolutely free from all matter prejudicial to health, and is especially recommended for medicinal use as a pure and healthful stimulant.—*Leon Greenberg's, Hartford, Conn.*

H. J. W. Old Bourbon has a broader range of medicinal uses than anything else you can keep in the house. There's scarcely an ill in which a really good whiskey is not beneficial. H. J. W. is pure, thoroughly aged and exceptionally fine flavored.—*H. J. Woollacott, Los Angeles, Cal.*

Going away for a little rest?—Avoid the dangers that lurk in a change of water, by taking with you a positive safeguard. Green Valley Rye Whiskey.—*Casey Bros., Scranton, Pa.*

The lesson of this past year has been that no one should purchase any whiskey other than pure whiskey. Purity can only be assured by guarantees back of which stand responsible and reputable houses.—*The Cook & Bernheimer Co., New York, N. Y.*

When the grand man Marquette gave up his life exploring the mighty Mississippi and the country through which it flows, little did he realize that a mighty fine whiskey would bear his name and serve the many millions who were to come and inhabit the territory he opened. Marquette whiskey has not betrayed the man after whom it was named—it is a pure, high-grade whiskey—serving faithfully and well all who depend upon it for refreshment and vigor—it is a stimulant that has no equal among whiskies.—*Grommes & Ullrich, San Francisco.*

Time for high balls is right now, when warm summer days make them most enjoyable. Our imported Scotch whiskies are unequaled for this purpose, being of exquisite flavor and purity. Everything in the line of wines and liquors for family and medical use offered by us will be found to be the best obtainable.—*Fred J. Kiesel & Co., Ogden, Utah.*

What kind of whiskey? Are you satisfied with the cheap kinds put up in short measured bottles and diluted you know not how much? Or do you want a whiskey that can be relied upon? Such a whiskey is Zimbal Rye Whiskey.—*Faxon, William & Faxon, Buffalo, N. Y.*

WHISKEY

BEER

Aimed at you.—This advertisement is intended to catch your eye, with the express idea of calling your attention to the merits of High Grade Export Beer. Once you have tried High Grade Export Beer, as far as you are concerned we need advertise no longer—you'll advertise it for us by recommending it to your friends. But try High Grade Export Beer.—*Phoenix Brewing Co., West Bay City, Mich.*

If we fail to please your taste with the sparkling beer and high grade wines and liquors and refreshing hot drinks we are serving at the Acadia, there must be something radically wrong with yourself, for it certainly can't be with the quality of our goods, as they are the best that can be obtained, and we know how to serve them to the queen's taste.

Christmas cheer!

And Olympian Beer!

They will go together this year.

—*Henry Seiffert, Spokane, Wash.*

Stegmaier's Porter is the most delicious, refreshing of all summer drinks, not only that, but it is a sustaining food beverage for those who are "run down." Ask your physician about it, then order a case, pint, or half pint bottles.—*Stegmaier Brewing Co., Wilkes-Barre.*

Our beer is the perfect and unquestionably the finest product possible of malt and hops. This perfection is attained by reason of the highest grade of malt and hops, the absence of substitutes and chemicals, and the application of the most approved German method under the skillful direction of an expert brewer. On the quality of our beer alone has our business been built up and our name become known all over this country. There is no sterling quality of the best imported which costs 100 per cent. more, lacking in our beer, while the most inferior domestic beers cost only one cent less a bottle than our fine and luxurious food beverage.—*Piel Bros., Brooklyn.*

When the patient is weak, the doctor says: "Drink beer." When the nerves need food, beer is the usual prescription. So, in insomnia; so in nervousness. The doctor knows that malt and hops are nerve foods and tonics. And he knows that most people drink too little fluid to rid the system of waste. He knows that pure beer is good for you. That is why he says "Schlitz." He

knows that Schlitz beer is brewed in absolute cleanliness. It is even cooled in filtered air. And every bottle is sterilized. Half the cost of our brewing is spent to insure absolute purity. Ask for the brewery bottling.—*Jos. Schlitz Brewing Co., Youngstown, Ohio.*

"Man serves his time to every trade—save censure—Critics all are born, not made."—The beer brewed to-day by the Worcester Brewing Corporation is beyond the criticism or censure of the most exacting connoisseur. It gives strength, health and happiness. It is a valuable food in the home. It is brewed from the finest Bohemia Hops, which are imported expressly for us. The very best fruits of Nature are used in the brewing, and the utmost precautions are taken that purity and perfection may always be secured. Cleanliness is our watchword.—*Worcester Brewing Corporation, Worcester, Mass.*

Ale brewed from malt alone possesses important dietic properties that are lacking in common ales. Carling's Ale is brewed from the purest and most scientifically prepared malt, and contains more food and less alcohol than common ales. That is why it is so regularly prescribed by family physicians for building up their patients.—*Carling, Toronto, Can.*

Beer weather beer should be pure beer, wholesome beer, well brewed beer, properly aged beer, clean beer, fine tasting beer, sparkling spring water beer, perfect beer. To be all these, it must be Olympia beer, which is the only beer combining all these good qualities. Everybody drinks Olympia beer.—*Henry Seiffert, Spokane, Wash.*

The beverage that cheers and invigorates during summer's depressing heat is the American family beer. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable, as well as refreshing beer, and you will never be without it for a day afterwards.—*American Brewing and Malting Co., Grand Forks, N. Dak.*

For that tired feeling there is nothing to equal a glass of Walkerville Lager. It will tone up your system and recuperate your worn-out energy better than anything else.—*Smith's, St. Thomas, Ont.*

BEER

For health and happiness there is no beverage that can approach our beer. It is always pure, of uniform quality and of the highest excellence. It has that luscious flavor, combined with a body and strength, that is the delight of all connoisseurs.—*American Brewing and Malting Co., Great Falls, Mont.*

The drink for summer is Lexington bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Lexington Brewing Co., Lexington, Ky.*

Taste the test. Uniformly good taste is the infallible sign of well-brewed beer! It demonstrates the use of the very best barley-malt, highest grade Bohemian hops, special culture yeast, and thoroughly filtered water. The best tasting beer is Budweiser, "King of Bottled Beers." It always tastes the same.—*Anheuser-Busch Brewing Ass'n, St. Louis.*

Pure beer, any physician will tell you that beer as a table beverage is conducive to health—and he will also lay emphasis on the need of having beer that is absolutely pure. Champagne velvet beer is pure. It is not only a drink, but a food—and creates a wholesome, natural appetite for such other foods as are most necessary to health. Champagne velvet beer works with nature. Order a trial case. Either Phone 1664.—*Terre Haute Brewing Co., Indianapolis, Ind.*

Make Old Sol go way back and sink down by quaffing a glass of Birkhofer beer.—*The Birkhofer, Minneapolis, Minn.*

Are you tired?—Spring fever is catching. And such a tired feeling. Want to know how to cure it? Whenever you feel it coming on, just get next to a glass of right good, cold, foaming Steam Beer. You'll find it the best spring fever tonic you ever took. It's cooling, refreshing, appetizing and delicious.—*Union Brewing Co., Los Angeles, Cal.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery Beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

Whatever you drink outside, let your home beer be Schlitz. That is pure

beer. No bacilli in it, nothing to make you bilious. Beer is a saccharine product, and germs multiply rapidly in it. The slightest taint of impurity quickly ruins its healthfulness. We go to the utmost extremes to prevent that. Cleanliness is a science where Schlitz beer is brewed. We even cool the beer in plate glass rooms, in nothing but filtered air. Then we filter the beer. Then we sterilize every bottle. And Schlitz beer is aged. The beer that makes you bilious is green beer. When you order beer for your home, get the healthfulness without the harm. Get a pure beer, get an old beer, get Schlitz.—*Taylor Brewing & Malting Co., Albany, N. Y.*

When women entertain at cards, etc., there's some sort of a beverage required—and it ought to be a good beverage for the sake of one's personal satisfaction. Each guest will enjoy Rainier Beer—it's something that is distinctly good, and there isn't a drop of harm in a houseful of it. Its flavor makes staunch friends.—*Los Angeles Wine Co., Spokane, Wash.*

Don't be mean—share good things with your family. Send home a case of Birkhofer Beer. It is the par excellence of the brewmaster's skill.—*The C. Birkhofer Brewing Co., Minneapolis, Minn.*

There is nothing so bracing and thirst quenching, when suffering from spring fever or fatigue, as a foaming glass of our beer. You think you have a new lease on life after enjoying its exhilarating thrill.—*Altoona Brewery, Altoona.*

It's never too late to test the quality of Metz Bros.' beer. It's an excellent spring medicine, good to taste, easy to take, and an appetite creator in whose wake satisfaction always follows.—*Metz Bros. Brewing Co., Omaha, Neb.*

Just before retiring a glass of Lexington Beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

You can get more satisfaction out of an absolutely pure, well-made beverage than any other kind and that's why Rainier Beer holds its old friends. Once you try it, the other kinds are not good enough.—*Los Angeles Wine Co., Spokane, Wash.*

A night cap is all right if it's Gold Top Bottled Beer. It means sound sleep and pleasant dreams. Drink it freely—you'll never have a headache in the morning.—*Jetter Brewing Co., Omaha.*

BEER

Treat your palate these hot days by drinking New England Beer. Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion anaemia and debility.—*New England Brewing Co., Hartford, Conn.*

Nectar for the gods was never sipped with such gusto as the epicure feels when a glass of our delicious, sparkling and highly invigorating beer trickles past his fastidious palate. When run down in health, or when you have that "all gone" feeling, try a bottle of our beer. You will think it is the long sought for fountain of youth and renewed vigor.—*Jac Kiewel Brewing Co., Crookston.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating American beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during summer's depressing heat.—*American Brewing and Malting Co., Great Falls.*

Served to the best families in Omaha who appreciate the high quality of the Metz beer as a beverage and as an invigorating tonic the Metz is every day. Our fine brew is gaining favor every day with both invalids and convalescents, as well as for a table beverage. If you haven't yet ordered it don't fail to do so. It will repay you in both health and strength.—*Metz Bros. Brewing Co., Omaha, Neb.*

The beverage that cheers and invigorates during summer's depressing heat is the Bohemian lager beer, brewed by the Buffalo Brewing Company, Sacramento. For luncheon, dinner or at bedtime it is the drink par excellence for health, strength and nerve. Don't fail to try a case of this pure and palatable as well as refreshing beer, and you will never be without it for a day afterwards.—*Hansen & Kahler, Oakland, Cal.*

Banner beer a friend! Not a foe. Because the materials that enter into the manufacture of Banner Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no beer but Banner. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.—*Banner Brewing Company, Saginaw.*

If you wish to be healthy and happy drink good beer, such as the Lexington brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. Lexington beer tastes good and is good—yet our price is not in excess of inferior makes. Have you tasted our beer?—*Lexington Brewing Co., Lexington, Ky.*

It's a good brew.—Try our beer; it's light, healthy, tasty, bright and sparkling, refreshing and exhilarating. Our beer is a beverage you'll enjoy at your meals. Let us send you a case bottled.—*Salem Brewery Association, Salem.*

The drink for summer is Congress bottled beer. When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.—*Haberle Brewing Co., Syracuse, N. Y.*

The fountain of youth and vigor that has been sought for so eagerly could be found in our beer. The best way to remain young is to keep up your constitutional strength with a good, pure and invigorating beer like that brewed by the Lexington Brewery. In hot weather it is both food and drink, and is always palatable.—*Lexington Brewing Co., Lexington, Ky.*

Competition is the life of trade, but success is won by merit; that's why Stegmaier's beer is far in the lead with popular preference—wholesome, healthful, invigorating—because it is properly aged, absolutely pure.—*Stegmaier Brewing Co., Wilkes-Barre, Pa.*

What have you on the ice? An important question in these hot days, which can always be satisfactorily answered if you keep a stock in the house of some of the following well known pure and healthful ales, porters and lagers.—*Smith Bros., New Bedford, Mass.*

A picnic without beer! Perish the thought! To be sure you want beer at every picnic to wash down the usual picnic sandwiches, cold meats, crackers, etc. Don't let it escape your attention that Kiewel's beer is a "picnic" beer for any and every occasion.—*Kiewel, Crookston, O.*

There are two things these summer days great for your health—recreation and good beer.—*The Pittsburg Brewing Co., Scranton, Pa.*

BEER

Something tempting to the jaded palate is to be found in the brand of beer we have to offer, the Metz. It's an appetizer, a tonic and an aid to digestion. For family and table use we deliver it in case of 24 bottles, pints or quarts. Wish you'd order a sample case.—*Metz Bros. Brewing Co., Omaha, Neb.*

Our beer is chemically pure, an analysis by experts will attest. Good reason; hops, water and all the rest of the ingredients are the best we can buy, our brewer knows his business and we take honest pride in our product. You can't do better than buy our beer.—*American Brewing and Malting Co., Great Falls.*

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful. Beer is what you want—it is the best thing you can drink for a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. Rainier beer is the beer you want for the home. It is as pure as a beer can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.—*Los Angeles Wine Co., Los Angeles, Cal.*

Here's a sign of good cheer in the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, Metz's beer is the standard of quality.—*Metz Bros. Brewing Co., Omaha, Neb.*

An ideal home drink must be palatable, refreshing and healthful, and it must be pure. It must be a drink that the entire family can use. Rainier beer is just such a home drink. It is good for both woman and child, has medicinal properties, and is as pure as good material and workmanship can possibly make it.—*Los Angeles Wine Co., Los Angeles, Cal.*

The right kind.—Our bottling is the summer drink par excellence. It is pure, wholesome, refreshing. Prepared and bottled in absolute cleanliness, in accordance with the most approved methods.—*Spokane Bottling Works, Spokane, Wash.*

New England beer will add much to the enjoyment of your vacation. It creates an appetite and gives strength to the system. It's a fine tonic.—*The New England Brewery, Hartford, Conn.*

Brewed by experts from the best, most carefully selected, imported hops, in one of the most modern, up-to-date, and cleanly breweries in America.—*L. T. Trowsdale, Birmingham, Ala.*

It's a pretty sight which the thirsty and over-heated enjoy most when putting the foaming vision out of sight. By common consent Phoenix High Grade Beer is the best summer beverage to be had at any price. It can be drank without harm, cools at once without heating afterwards, is a healthful stimulant for the system, and is the daily medicine for crowds who are never ill.—*Phoenix Brewing Co., West Bay City, Mich.*

At three score and ten there is no other beverage like Metz's beer. As a tonic it has most marvelous invigorating properties. Being an absolutely pure drink, it has no deleterious effect on the liver or kidneys, but adds life and vigor to the age-weakened system.—*Metz Bros. Brewing Co., Omaha, Neb.*

Speaking of beverages.—Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. Crookston beer meets all the specifications enumerated above.—*Jac Kiewel Brewing Co., Crookston, Minn.*

Cool drinks are in demand on the golf links. Golfers know that nothing excels a nice cool glass of pure New England beer. It takes away that tired feeling, gives new life and helps them to make a better score on the next round.—*The New England Brewing Co., Hartford.*

A delicious glass of beer, pure, sparkling and invigorating, is at once an appetizer, and satisfies the appetite it provokes, because it is nourishing and both meat and drink when it's pure. For luncheon, dinner or as a bracer and pleasant beverage between meals, or as a night cap to quiet the nerves there is nothing like a glass of American beer.—*American Brewing and Malting Co., Columbus, O.*

In the rush of to-day's business there's nothing to equal Heurich's beer as an invigorator or strength-giving beverage. Quaff it as you wish; it's a delight to the last drop; a sparkling, foaming potion of taste pleasing excellence.—*Chr. Heurich Brewing Co., Washington, D. C.*

You wouldn't believe there was such a difference in beers until you use one of Krug's popular brands. They are always uniform—perfectly brewed and well aged, absolutely pure and leave no bad "after effects." The kind of beer that acts as a tonic and a system builder. Order a trial case and begin to enjoy life.—*Fred Krug Brewing Co., Omaha.*

BEER

Here's good health to you.—A draught of pure sparkling New England beer. It quenches the thirst and invigorates the system.—*The New England Brewing Co., Hartford, Conn.*

Something to brace up your energies and give them new life on a hot day is a glass of our pure and healthful Altoona Brewery beer. For the professional or business man that becomes debilitated or loses his appetite from heat, or any other cause, there is nothing that will prove a strengthener and appetizer like our beer.—*Altoona Brewery, Altoona, Pa.*

After the entertainment a refreshing glass of Birkhofer beer finishes off the evening delightfully.—*The C. Birkhofer Co., Minneapolis, Minn.*

Enjoyment. A bottle of New England beer after a hard day's work takes away that tired feeling and assures good rest.—*The New England Brewing Co., Hartford, Conn.*

An economical luxury is a good, wholesome, delicious beverage like Buffalo lager. It's a luxury to taste, not to the pocket book, for its price is moderate, its excellence considered. Care in selection of materials, care in brewing, make it most healthful, too.—*Buffalo Brewing Co., Sacramento, Cal.*

A refreshing beverage for hot days and cold days—night ditto—is the often spoken of Amber Cream beer. Anyone who knows anything about beer will tell you it's a palatable drink. But it's more than that, it's pure and wholesome as to ingredients and brewing to the last degree of modern success in turning out a fine beer. Got the name Amber Cream beer?—*Lansing Brewing Co., Lansing.*

The only beer that leaves the right taste in the mouth and the right feeling in the stomach. The only beer that doesn't go down like soap, or stick fast like sealing wax. The only beer that is a universal favorite. Olympia beer hasn't a single fault or drawback, but is perfect all the way through. "It's the water."—*Henry Seiffert, Spokane, Wash.*

Polite society insists on getting nothing but the best in beverages, as in houses, home furnishings, clothing and everything eatable. Polite society long ago indorsed Buffalo Lager Beer as palatable, pure, refreshing, wholesome and an altogether delightful beverage. What's good for polite society is none too good for you. New brew. Bohemian.—*Buffalo Brewing Co., Sacramento, Cal.*

Terre Haute Brewing Co.'s Salvator Beer is one of the most delicious winter

drinks on the market. The material used in brewing this beer is the most expensive that can be used for that purpose. The flavor is without equal—being very much the same as that of the Munich beer, which is famous all over Europe. Try it.—*The C. Habich Co., Indianapolis, Ind.*

A carload of beer.—The quantity is significant of our output, and the output tells the tale of right price and right quality. A solid car of beer from the American Brewing Company, St. Louis.—*Jacob's Pharmacy, Atlanta, Ga.*

You can't pick a winner in everything as easy as you can in ale. So when you say "Frank Jones's Portsmouth Golden Ale," mean it and stick to it.—*Hiram Wheaton & Sons, New Bedford.*

Something nice for a fellow when he is warm, fatigued or thirsty is a foaming glass of delicious Metz beer. It is a bracer, an appetizer and a beverage that is both food and drink. For summer there is nothing equal to it as a thirst quencher.—*Metz Bros. Brewing Co., Omaha, Neb.*

The very best he ever tasted is what Santa Claus says about Koch's beer, and no one can deny that he knows.—*Koch's, Williamsport, Pa.*

When you're hot and thirsty just advise Old Sol to lose himself while you make yourself content by getting outside of a glass or two of Heurich's. There's every delight, no aftermath of ill, in drinking Maerzen, Senate, or Lager, which has made countless thousands rejoice. Are you with the multitude in the use of Heurich's beer?—*Heurich Brewing Co., Washington, D. C.*

Just before retiring a glass of Lexington beer will insure a peaceful, unbroken sleep. It is soothing and restful for the nerves, aids digestion in its tonical effect. In the morning you will awake feeling bright and vigorous. This is another guarantee of its purity.—*Lexington Brewing Co., Lexington, Ky.*

This extract combines in richly concentrated form the life-sustaining properties of malt and hops and is unsurpassed as a tonic.—*The Clifford Pharmacy, South Norwalk, Conn.*

Finest table beer in America. Prescribed by leading physicians as the greatest tonic on earth. Known everywhere for its purity.—*The E. O. Jones Co., Youngstown, O.*

If you haven't tried Fischer's May Bock Beer you are denying yourself of a season's treat.—*The Hubert Fischer Brewery, Hartford, Conn.*

BEER

If Thomas Buckley could serve his customers with a better ale than Frank Jones's, he'd do it. But he can't, and he knows it. That's why Frank Jones's Portsmouth ale is always on draught at No. 353 Acushnet Avenue.—*Smith Bros., New Bedford, Mass.*

Strength in it. There's health and strength in a bottle of pure beer. And Stoll's real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak, healthful for anybody. A standard, high grade beer. Unsurpassed for table use or medicinal purposes. The beer that cheers, nourishes, invigorates.—*The Stoll Brewing Co., Troy, N. Y.*

At luncheon, dinner, or supper the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making, health-giving beer, which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.—*Baraboo City Brewery, Baraboo, Wis.*

These July days and evenings when the heat oppresses the body and parches the throat, the cooling and invigorating elements of Stegmaier's beer make it a boon to perspiring humanity. The demand for our beer was never so great as it is now. People have come to know the real worth of this beverage and they are asking for it everywhere in preference to other brands. Every package guaranteed according to the Pure Food Law, Serial No. 1969. Insist on having it and beware of cheap beer.—*Stegmaier Brewing Co., Scranton, Pa.*

What attention do you pay to the beer you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that "New England Beer" means more than the taste. It is so purely brewed of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.—*The New England Brewing Company, Hartford, Conn.*

The cooling influence of a glass of beer on a hot day cannot be overestimated, especially when it is a glass of pure and invigorating real German beer. It is without a rival in flavor, palatableness and deliciousness, and is a bracer that will keep up your strength during sum-

mer's depressing heat. No one should be without a case of Stoll's real German beer in the house.—*The Stoll Brewing Co., Troy, N. Y.*

A light lunch at bedtime becomes almost a feast by the introduction of Munster or Bohemian beer. The stimulating effect is so mild, the refreshing sleep which follows their use, just before retiring, fortifies one for the duties of the morrow.—*Casey Bros., Scranton, Pa.*

The best goes in Buffalo. Rich flavor—together with unquestioned purity in Buffalo is a rich, mellow flavor. This result is impossible without the very best of materials and the greatest care in every detail. Buffalo is a good beer and a healthful beer.—*Buffalo Brewing Co., Sacramento, Cal.*

The best thing served with a midday, afternoon or evening meal is a light, palatable, digestion aiding beer. And Amber Cream beer gets the 100 per cent. mark on all these points and others—purity, for instance. Amber Cream beer beats wine, water, coffee, tea or milk as a table beverage, and produces no bad after effects. Waste no time in ordering a case or two and settle the question of its quality for yourself.—*Lansing Brewing Co., Wilkes-Barre, Pa.*

For luncheon or the evening meal there's nothing so appetizing, so restful, so altogether satisfying as a table beverage as Neuweiler's beer. Then, too, a glass or two with a couple of sandwiches induces sweet sleep and promise of a clear head in the morning. Purity beer is a mighty good everyday all 'round drink. Bottled by L. F. Neuweiler & Son, Allentown, Pa.

The foremost temperance workers agree that the use of a mild stimulant like beer does not create an appetite for strong drink, and is actually healthy. Pabst Blue Ribbon Beer has the lowest percentage of alcohol of any beer and the highest percentage of real nourishing food. The Pabst brewing process is based on practical, healthful principles, and gives to Blue Ribbon Beer qualities most desired from a temperance standpoint.—*Pabst Brewing Co., Cleveland, O.*

Winter has gone; Spring is here. But in all seasons our excellent brews remain within your reach. Nothing will add more pleasure to a day's outing. Convince yourself. "The Beer That's Drank" is a beverage of cheer and gets the first call everywhere. Bottled and on draught in the cafes.—*The Hellman Brewing Co., Waterbury, Conn.*

BEER

VALUES

"This offer of your heart and hand is very sudden," said the summer girl, "but I will take it."

"Ah!" gasped the swell dry goods clerk, badly rattled. "Will you take it with you or shall I send it home?"—*Philadelphia Ledger.*

Sharp merchandising methods have made possible the splendid values of this sale—price advantages which are attracting thousands of customers—many thousands more than in previous similar events. Orders scarcely covering the cost of the materials are placed in the makers' dull season—every possible opportunity to secure special purchases is eagerly sought out—the enormous quantities of our orders placed in the regular channels bring us price concessions enjoyed by no other store.—*Marshall Field & Co., Chicago, Ill.*

Many of our best values are not mentioned in our newspaper advertising. These are small assortments—perhaps enough for less than a day's selling. They are always placarded with white cards—our regular "not advertised" cards. Look for them.—*Macy's, New York, N. Y.*

It is not economy to jump at every "catch-penny" offering that is made. Take a certain value and compare the prices as found at different stores upon it, and buy where you can get it for the least. We can save you money for we buy as jobbers, and save the middleman's profit. We save it for you. We clip it off of the regular retailer's price, and simply give it to you.—*Jos. Szold & Son, Peoria, Ill.*

To supply every want to the best advantage, do your buying at Rothschild's. A little indulgence in careful, critical comparisons will establish the fact that the best values in thoroughly dependable merchandise are here. To-day we submit a page of bargain news that it would be sheerest extravagance for the economically inclined person to disregard.—*Rothschild & Co., Chicago, Ill.*

The order to clear stocks is being rapidly enforced. Every department is responding with an array of values that wise women and men find most attractive. The program of great values arranged for to-morrow's business hours is quite the best yet. Involved are the

high-grade goods for which this store is justly famed—new, fresh and perfectly correct, from every view-point—but, as it is our invariable rule to clear each season's stock by the end of the season, value and cost are lost sight of and the most sweeping reductions are made. The amended announcement tells of great money-saving opportunities for men. Our name—Journey & Burnham—is sufficient guarantee.—*Journey & Burnham, Brooklyn, N. Y.*

There is positively no excuse for the low prices mentioned below—we simply have the goods to sell and you may judge for yourself the fairness of our proposition. We always give a "square" deal for a "round" dollar.—*Cartwright's, San Bernardino, Cal.*

Every bit of merchandise belonging to the winter season must be cleared ere the demand for spring goods becomes active and sustained. "The new must borrow nothing from the old." The wearing season doesn't parallel the selling season, hence the advisability—the wisdom of profiting in the chances recorded in the extra value items that fill this page daily.—*W. H. Scroggie, Montreal, Can.*

The week past was very unfavorable to selling. Business got a jolt by the conditions which caused so many of you to wisely stay at home. Now, such a business can't be well left alone; we must try and make up the lost days. This week the most unusual sort of values are offered. We are content to sell at prices sufficiently reduced to run up and multiply the sales; to your benefit the savings are very great.—*Davison-Paxon-Stokes Co., Atlanta, Ga.*

An opportunity. The expansion sale has created the greatest furniture buying opportunity this store has ever offered. Everything in this large establishment has been priced at one-half the original value and some merchandise at even a lesser figure.—*Cleator's Reno.*

VALUES

The unqualified excellence of our garments and hats is too well known to need discussion or further comment. The values alone are here given emphasis and that emphasis indicates how great are the advantages offered the buying public.—*The Lewis Store, Denver, Col.*

Values will reach the lowest limit in order to move a few thousand dollars more stock. No excitement, no side show, no snake charmers, but irresistible, eloquent, appealing prices. Prices that no house will dare claim to match, and you are always protected in your purchases here. After you get home, if you find you are dissatisfied, come back and exchange or get your money back. Goods gladly exchanged. If you get a pair of mismatched shoes or a pair of gloves both for the same hand it is a pleasure for us to right the wrong. Business building to be staple, must come up to the standard of our motto, "Fair Play." Perhaps we may want to remain in Denison, and we are building for the future.—*The Baily Dry Goods Co., Denison, Texas.*

The facts and figures herein given illustrate the wonderful values we are offering on strictly dependable, seasonable merchandise goods that you're sure to want right now, the newest of the new, designed for warm weather wear, prices proving that we're doing a little better by you than the other fellow, improving all the time, the cumulative force of experience. Come in, and see if you don't think so, too. Specials on sale, not for an hour, not for a day, but for two entire days, Friday and Saturday, giving you plenty of time for thoughtful selection.—*Lazarus Bros., Wilkes-Barre, Pa.*

Values that are far superior to any we have ever offered. Several broken lots and small lines of new this season's goods left over from our great holiday selling have been grouped for special Friday and Saturday selling at less than our regular below others prices. This gives you a chance to buy the most stylish and satisfactory clothes that can be made, at close to half what you'd ordinarily have to pay for them anywhere else—enough said. Come here to-morrow as early as you can and make your selection. Most appreciated bargains for those economically inclined.—*Koch Bros., Allentown, Pa.*

Values varied and exceptional, command the attention of the wise. It is an immutable law with us that a suit, or overcoat designed for a season's service, must find service that season, be the

penalty what it may. That is the reason we are cleaning the store of all overcoats and suits.—*Sanders & Barrows Clothing Co., New Bedford, Mass.*

The store bountiful. At this writing the entire store is so thronged and customers generally are so intent on buying specials, etc., that but little time is given to see the array of new fall and winter goods which great ships have just landed here direct from Europe and the Orient. It is this direct touch with the creators of goods that we emphasize. Not only are these wares manufactured expressly for our public, but all unnecessary cost of handling the goods is cut off and you get them at simply the advance of our small profit—our actual cost and customs. See the lovely silk skirts from Paris. The dainty, delicate tea gowns from Paris. The heroic figures in bronze. The new curios from Japan. The rugs and carpetings from abroad. And so we run on with a lengthening list.—*A. D. Matthews' Sons, Brooklyn, N. Y.*

When you mark goods in plain figures there's no argument. When you are buying an article in any store it's safe to say that you have more confidence in the firm with whom you are trading if the goods are marked in plain figures, than you would have if they were marked in characters. In the first instance, you know that you are buying the article as cheap as it can be bought—but not so the other way, because if you happen to look easy to the salesperson the price may go up. You can't tell, and, in fact, would not know if the price was raised—now, would you? Our one-price system has been one of the biggest factors of our success. We mark everything in plain figures. We believe in treating everybody alike and showing no preference whatsoever. One price to all and that the lowest, then there can be no argument. A child can buy at this store as cheap as a man. Think it over and then call and see for yourself.—*The People's Store, Omaha, Neb.*

A delightful summer store, sparkling with the brightest, crispest, freshest summer merchandise that it is possible to assemble. It appeals to every element of the vast shopping public. We are making unusual efforts to keep all seasonable goods thoroughly assorted throughout the summer. We shall offer, as we are doing in the advertisement below, special values constantly, from now on, but this will not interfere with the most complete assortment possible in every regular line of summer goods.—*Woodward & Lothrop, Washington.*

VALUES

CASH

Rinks—"Is your grocer in the trust?"

Jinks—"Yes, but it doesn't affect me."

Rinks—"No?"

Jinks—"No; I have to pay cash."—Baltimore American.

It pays to pay cash.—*Oliver-Finnie Co., Little Rock, Ark.*

You can afford to pay carfare to visit the store where cash talks.—*Green Front Market, Altoona, Pa.*

We buy for cash. We sell for cash—don't have any debts to make up.—*Jones Dry Goods Co., Kansas City, Mo.*

Business is business, and can best be done to the advantage of dealer and consumer on a cash basis. We want your good will and co-operation.

Don't ask for credit. It is unpleasant for us to refuse. You want proper attention and value for cash. We propose to offer all we can. Shade prices whenever possible, and offer every inducement to secure your trade pleasantly. Will take due bills as cash, but under no consideration will we allow credit or haggling in prices.—*Henry Carter, Simcoe, Ont.*

Where cash wins.—*J. N. Zurlinden, Kenton, O.*

We sell for cash, which means no bad debts, which means lowest prices.—*J. H. Batton, San Bernardino, Cal.*

Cash buys big values in our furniture and house-outfitting store. Cash always commands the biggest bargain. It always gets the richest value. Every day you see proof of this. We go into the market with money to plank down for what we buy. We can crowd the price down to its lowest notch. When we sell we get cash to go out and buy more big values. When we get cash we do not have to lose by bad debts or for the keeping up of an expensive credit department. That's why your cash is better here; that's why we can afford to make the low prices we do. Read the news of values below, it will pay you.—*Jones Dry Goods Co., Kansas City, Mo.*

Just for Saturday, and for cash.—*Carrow Market, Ottumwa, Iowa.*

It's cash that talks in buying meats.—*The Acme Cash Market, Binghamton.*

A credit merchant carries two stocks of goods: One in the store; the other scattered among his credit customers.

Carrying customers on the books increases the cost of doing business. It's one of the things that compel merchants to get high prices from those who pay.

Why don't you pay cash and be independent? Trade where prices are figured on a spot cash basis.—*The New York Racket, Salem, Ore.*

It Pays to Pay Cash at a Cash Store.—Our prices are positively the lowest in Pueblo. Our business this month surpasses that of any previous month since we opened. The reason is simply that in times when economy becomes necessary, trade inclines toward the store that gives the best values for the money. Having always sold for cash, we don't have to add anything to our prices to make up for losses occasioned by poor credits. This means a real substantial saving to every customer—and you'll find it so. Come and prove us. You'll find good values, even beyond your expectations.—*Bernstein's, Pueblo, Cal.*

We invite cash buyers to take advantage of our determination to still increase our Woonsocket business and defy any attempt to equal our cut prices by any of the vendors giving prize packages with sticky wares.—*Rogans, Woonsocket, R. I.*

From a credit to a cash basis. We pay cash for our goods and get the benefit of the cash discount. We sell them for cash and give you the benefit of this discount. We find that by carrying on a strictly cash business we can give our customers better goods for less money than we can by the credit system. That is the reason for the change. Judging by the crowds which visit our store daily this move on our part has met with hearty approval.—*York Bargain King, York, Pa.*

The power of the Macy cash system in creating matchless economies was never illustrated more convincingly. The interest caused by these sales is unprecedented. Practically every department in this great store contributes special values from stocks worth in the aggregate \$3,000,000.—*Macy's, New York, N. Y.*

CASH

The Dry Goods Economist says: "No man who has understanding sufficient to carry him through the first proposition of Euclid can question the contention that the merchant who sells for cash can be content with smaller margins than one who credits." If not, why, may we ask, is so much emphasis in current publicity laid upon the spot cash feature of various fortunate purchases? If the public can buy to as good advantage on a credit basis, how does it happen that the merchant cannot? If either could, surely both could, but, of course, neither can and neither does. We sell strictly for cash and are content with little profits.—*The Big Cash Store, St. Thomas, Ont.*

We sell for cash, give no discounts and pay no commissions. Our low prices are historical. The depositors' account department was organized as a convenience for our patrons—one affording every advantage of a credit system and none of its drawbacks. Deposit a sum of money—large or small—make purchases in the usual way and have them referred to the account for payment. Monthly statements, showing the condition of the account, will be mailed to you. Interest at the rate of four per cent., compounded every three months, will be allowed on your daily balance. Your deposits cannot be drawn against by check for expenditures made outside of the store, as we do no banking business; but any or all of it can be withdrawn at any time.—*Macy's, New York.*

Cash.—It is the cash that talks. If you have the money, we have the goods. We know we can save you 20 to 30 per cent. on your investment.—*Nickle-Plate Grocery Company, Alliance, O.*

Cash! Cash!! Cash!!!—Cash is the only lever which can move any goods out of our house from this date on until we give further notice.—*Geltz, Mansfield.*

When you pay cash you're entitled to the savings in cash, and get them here, too. Any item here or any item in the store will prove our prices lowest.—*Boston Store, Chicago, Ill.*

Saves you all the dealers' profit. We sell for cash only, which enables us to make our astonishingly low prices, as we have no bad accounts or excessive selling expenses to add to our costs.—*The Gold Coin Store Co., Troy, N. Y.*

When you aim to pay cash, come here and save the difference in price.—*The Bee Hive, Charlotte, N. C.*

Buying for cash, selling for cash, energy, truth and capacity are the living

principles responsible for the marvelous growth of business at this genuine, dyed in the wool "cash" dry goods store. Bay City "Cash" Dry Goods Co. is our trade mark. It means something. It stands for "cash" in both buying and selling. It stands for first quality, high grade, stylish and satisfactory merchandise at the lowest "cash" selling prices. It means all these things to the store. It means all these things and more to our customers. This store's policy is buy cheap, sell cheap and satisfy.—*Bay City "Cash" Dry Goods Co., Bay City, Mich.*

Buying for Spot Cash and saving the Profit-Sharing Coupons is just like placing money in the bank. The customers of this store always have that sense of satisfaction at having something laid aside for a "rainy day." The Profit-Sharing Coupons enable them to furnish their homes without cost, and the difference between our small profit prices and what they are forced to pay elsewhere means a snug little bank account.

Buying for cash, selling for cash—energy, truth, enterprise and modern methods, are the living principles responsible for the marvelous growth of business at this reliable "dyed-in-the-wool" cash store. We buy in enormous quantities direct from the manufacturers and sell first-class merchandise at the closest possible margin of profit. In buying here you are not paying the middlemen a profit because all our goods come direct from the largest makers and producers. Our shrewd, wide-awake buyers never close their eyes when the public's interests are at stake. Their one aim and purpose is to gain the biggest possible price concessions that ready cash, constant attention and tactful maneuvering can secure. In buying of us you are absolutely certain that the merchandise will be first-class. Anything proving unsatisfactory will be willingly exchanged or money refunded without question.—*Clarke Bros., Scranton, Pa.*

Do you want the best for the smallest cash price? If so "The People's Store" must be your watchword, and if you are a stranger in the city a visit to this store Tuesday will prove to you the truth of our claim, viz.: "We sell the best, yet the price is small." We buy and sell for cash only. That's why.—*People's Store Co., Tacoma, Wash.*

Installment dealers can't compete with our low cash prices and live. They have elaborate and expensive collection systems and their court and lawyer's fees are large items.—*The Excelsior Clothing Co., Binghamton, N. Y.*

CASH

I am selling goods for money and not for the pleasure of putting some one's name on my books. It costs a store ten per cent. more to sell goods on credit.—*Swift's, Los Angeles, Cal.*

This store is a cash store. It has the buying machinery of the Kansas City store, with all its great prestige in cash buying, at its disposal. Thirty trained buyers in the Kansas City store, assisted by the buyers who have helped to build the Kemper & Paxton business, are using cash in buying the great values for this Topeka store. The vast qualities that can be handled by this big store and the great Kansas City store combined make low prices as easy as anything can be. Then when we place our close cash prices on these goods, no risk of loss, no expensive bookkeeping, no stock of merchandise on the credit books and another in the shelves—we say when we put our close cash selling price on these close bought goods, we've got bargains no store in this western country can match.—*Jones Dry Goods Co., Topeka, Kansas.*

The Bay City "Cash" Dry Goods Store, the home of "cash" business values. The popular rendezvous of thrifty money-saving thousands within and outside the broad confines of the city. There's an every-day onward march in the Bay City "Cash" Store. Throngs of contented and satisfied buyers at every counter. There's a homelike air of comfort and confidence on every face. Confidence in the store. Confidence in the goods. Confidence in the prices. Money is power. The bed rock of our strictly "cash" plan in both buying and selling. The best of merchandise within the reach of toiling millions.—*Bay City Cash Dry Goods Store, Bay City, Mich.*

At no previous sale have we offered such Bargains at Half-Price in High-Class Merchandise. Every Dry Goods Department in the store is represented. Buy for Cash and buy all you can.—*Hills, McLean & Haskins, Binghamton.*

Now, to your profit. Nearly 75 per cent. of the Grocery business done in this country is done on credit. Every time a cent's worth is bought on credit *some one loses money.* If it isn't the merchant, it is the customer, for cash is King, and always will be all powerful in the commercial world. Any one can buy anything cheaper for cash than on time. We buy for cash, we sell for cash—treating all with the same liberality—giving all the same guarantee—"Satisfaction or Your Money Back."—*Jones Dry Goods Co., Kansas City, Mo.*

Selling for cash means no bad debts. It means also, that you do not pay an added profit to cover hire of extra bookkeepers and bill collectors. It also means we buy for cash and take the discount. This is no theory, we have had it in active practice many years. Our cash basis is a safeguard to both of us. If out of city write for illustrated catalogue.—*Mulford, Jeweler, Memphis.*

The fact that this store does offer these cash bargains is proof enough that we are able to sell for less. To buy and to sell for cash is the most clear cut way to trade we know of. When we buy goods, we buy in big quantities, because we have the outlet. We pay spot cash and thereby secure the lowest prices, which no credit store can buy at, because the store that gives credit to its customers must ask credit of the wholesaler. We add a small profit, because selling for cash does away with all the losses that a credit store suffers from bad accounts.—*Jones Dry Goods Co., Topeka, Kan.*

Midwinter, with all its drawbacks, brings one blessing to the working people. It is the season of low prices on general merchandise. Do not forget that Houghton & Dutton lead the procession in low prices, a fact made possible by our spot cash system of buying and selling. It pays to pay cash.—*Houghton & Dutton, Boston, Mass.*

Is cash your comforter or credit your worry? Vermelto and his wonderful tricks! As baffling as the credit man's monthly settlement. All day Monday, Tuesday and Wednesday Vermelto will do the wizard act in our show window. It's the "presto change" that any one can do if he only knows how. Just as smooth and slick is the sweetened talk of the fellow who charges you \$20 on credit for the identical suit we sell for \$10 cash. Vermelto has you hypnotized and so has the credit man. Vermelto is a vendor of tricks and he'll tell you all about the vanishing handkerchief for 25c. That's the living he gets out of his job. Our living is selling reputable merchandise for cash, at one-quarter and one-half less than the man whose family of non-collectibles accumulate in his ledger and the difference figured up on the good friends that pay. There are two ways to look at matters. One is through sentiment—the other through business lens. If you have an eye for business you choose to be independent from and under no obligations to your merchant. That's paying cash.—*F. E. Mistrot, Galveston, Tex.*

CASH

Cash counts.—*Clarke Brothers, Scranton, Pa.*

Selling for cash only enables us to make lower prices than credit stores can make. Watch our daily ads and compare our prices with the credit store prices.—*Weinstein's, Great Falls, Mont.*

Spot cash—that unerring business bullet—is always used by us, and we get every concession that money can give.—*N. Y. Mail Order Store, New York.*

We get cash for goods and give you the best goods cash will buy.—*John R. Siefert, San Diego, Cal.*

I have taken an oath to sell for cash only; not to trust any person at this store; not to sign either bond or note, or become security for any party. Subscribed and sworn to before C. W. Johnstone, J. P., Phoenix, Arizona, C. W. McKee.—*McKee's Cash Store, Phoenix.*

Here is a crowded, newsy page of big, honest values we are able to offer because we buy and sell for spot cash, losing nothing through bad debts.—*Jones Dry Goods Co., Kansas City, Mo.*

We conduct a cash business—buy larger quantities of goods than any other similar house on the Coast. Our prices, of course, are much lower than firms which buy in small quantities—the percentage of profit may be the same—still our prices are considerably less—no doubt you catch the point.—*John Breuner Co., Sacramento, Cal.*

Cash here, versus credit elsewhere. No man who will stop to think a moment can question the contention that, everything else being equal, the merchant who sells for cash can be content with smaller margins than one who credits. If not, why, may we ask, is so much emphasis in current publicity laid upon the "spot cash" feature of various fortunate purchases? If the public can buy to as good an advantage on a credit basis, how does it happen that the merchant cannot? If either could surely both could. But, of course, neither can and neither does.—*Wise, Smith & Co., Hartford, Conn.*

Our cash system of selling meats, vegetables and fruits is a sort of savings institution that Portland people seem to appreciate. It puts us in a position to quote low prices that the credit merchant can't touch. Through fostering economy in our patrons it sews up many a leaky pocketbook.—*Mercier Meat Market, Portland, Me.*

Prices—What a world of power in the price. The strength is in their little-

ness. Keeping hammering away day in and day out, shopping around with cash and then selling for cash is what makes this the busy store in summer. Listen to the bargains we are able to offer for to-day.—*Jones Dry Goods Co., Kansas City, Mo.*

We buy the best produced. We sell no goods on the installment plan. Therefore we have no bad accounts for you to help pay. Neither do we charge you for the services of collection, as we have none.—*C. F. Hausberger & Co., Columbus, O.*

We do as we advertise. Satisfaction or money back. No charges made—Strictly cash.—*The Hub, Bay City, Mich.*

Arouse—Arise—Assert Your Rights.—Shake off the shackles of high prices and legalized extortion. Prepare for a week of unparalleled cheap selling at the Bay City "CASH" Dry Goods Store. A seething maelstrom of values in a whirlwind of panic stricken prices. Every department in the store is at the kind and tender mercies of a money-saving people.—*Cash Dry Goods Co., Bay City.*

Spot cash—the gospel of good business. It was ready money that made this manufacturers' clearance sale possible. Anxious to sell, willing to sell cheaply, we caught the manufacturers when courage was weak and the market nervous. We struck them with spot cash, money down, meant immediate relief and they took their medicine—not without a grimace, but they took it. The Globe doesn't invest spot cash in questionable property, not at any price. Quality the steel, low price the flint, the spark struck from the two, that's a Globe store bargain. That's worth remembering just now.—*The Globe, Youngstown, Ohio.*

The cash buyer gets the closest possible price, as he should; the credit buyer pays what the accommodation costs and knows precisely what the cost is—an advantage possible only when dealing with a one-price firm.—*Geo. T. Brodnax, Memphis, Tenn.*

We sell for cash, give no discounts and pay no commissions. This is the only big store we know of that does a strictly cash business, and yields no concessions that all may not share. Such a system creates money-saving opportunities and enables us to undersell—easily undersell—all other stores. It provides the best values for those who spend money open-handedly, as well as for that larger class whose purchases are controlled by the strictest economy.—*Macy's, New York, N. Y.*

CASH

The Stone, Fisher & Lane stores do business on a cash basis. And, after all, that's the right way—for who was it said in the senate: "Gentlemen, I have found it—the philosopher's stone that turns everything to gold—it's pay as you go!"—*Stone, Fisher & Lane, Tacoma, Wash.*

Our cash plan and economical business methods make it possible for us to sell goods at a smaller margin of profit than "regular stores." That's why we give you better goods for the money than you can find elsewhere.—*E. T. Barnes, Salem, Oregon.*

Debt will knock you out. We are steering this business to increasing success on the rational, riskless cash basis. Don't buy on credit. Little debts multiply with marvelous rapidity, and before you can realize their aggregate magnitude they assume the immensity of a mountain. And how they burden and depress and take all the snap out of business and all the flavor out of life!—*McCord-Stewart Co., Atlanta, Ga.*

That's what you are entitled to at the Halpert & Jacobs' store—a running account—a charge account—it's all the same. Instead of paying cash, you open an account, settle your bill in divided amounts instead of in a lump sum. There is no mystery about this plan—no unfairness—the splendid success of the plan stands as proof conclusive. Would this modern plan of carrying accounts have gained such a triumph in two years otherwise? The minute you open an account with us you have the goods—you enjoy their use at the time when you need them most. As you are paying a little right along, your account keeps growing less. You don't mind the outlay, because of the small, divided payments—and you are dressed comfortably and fashionably, too. Either cash or credit are yours at cash prices—either way price and quality are just the same, you can depend upon it. Which way is the easier for you?—*Halpert & Jacobs, Binghamton, N. Y.*

"The way to wealth, if you desire it, is as plain as the way to market."—Benjamin Franklin. Watch your expenditures! Know how much you spend and for what you spend it. This information comes to you once a month—in compact, detailed form—if you avail yourself of the conveniences, advantages and economies of Macy's depositors' account department. You have all the conveniences of any credit system, without any credit system faults. You enjoy all the economies of Macy's cash system—and you get 4% interest on your daily balance, compounded every three months. Every penny and every dollar earns interest for you daily until withdrawn. You may deposit as much or as little as you care to and have your purchases referred to the account for payment. There is no waiting at the counter for change when on a shopping trip. Every month we will send you a detailed statement showing what you have bought and how much money remains on deposit. While your deposit cannot be drawn against by check for expenditures made outside of the store, you are privileged to withdraw any or all of it at a moment's notice. Macy's is a strictly cash store. It grants no concessions that all may not share, and it treats alike the million and the millionaire. You know that no store can sell goods as cheaply as a cash store. (No argument is required to prove that the customer must pay the store's expenses, including its bad debts—its premium devices, its trading stamps and all other schemes.) Thousands have opened deposit accounts with us, realizing the value of this "up-to-the-times" saving method. We urge you to give it a trial.—*Macy's, New York, N. Y.*

Quality, seasonable merchandise in large quantities at prices that have gained us fame, as "The Always Busy Store," "Givers of Best Values," "House of the People," "Cash" buying and "Cash" selling, is the secret of our supremacy.—*Bay City Cash Dry Goods Co., Bay City, Mich.*

CASH

MONEY BACK

Money is cheerfully refunded or goods exchanged. We are always ready to do anything within reason, and oftentimes more.—*Whitehouse Dry Goods Co., Spokane, Wash.*

You have no doubt heard of the money back store: that's ours. Your money back without an argument when purchases are not satisfactory.—*Noyer Clothing Co., Portland, Ore.*

Your money back.—Every one must feel safe here. If for any reason whatever you are dissatisfied with a purchase, bring it back and get your money. Every sales-person is authorized to observe the letter and spirit of this rule in the most liberal manner—no disagreeable explanation is required. But of course you would not ask us to take back a hat or piece of silk after its particular season is over—after the article has gone out of style; or if the article is damaged.—*The Under-Price Store, Peoria, Ill.*

Don't worry—money back if not satisfied.—*Schipper & Block, Peoria, Ill.*

Money back if anything goes wrong.—*The Goldstein Clothing Co., Binghamton.*

Clothing that makes our guarantee of "money back" unnecessary.—*Bloomington Bros., New York.*

We would take anything back and refund the money if it proved unsatisfactory, but we never have to.—*Longyear's, Lansing, Mich.*

It's easy to understand why we want you to bring back anything that doesn't give absolute satisfaction.—*Rogers, Peet & Company, New York.*

A dollar here buys one hundred cents worth of quality (and in many cases more). If you are not convinced of it after your purchase, the money back privilege is always yours at Crews-Beggs, or an exchange if you prefer it. We can afford to lose the sale easier than have you stay away. We want you to feel that every dollar spent here is safely invested.—*Crews-Beggs, Pueblo, Col.*

Money back if you say so.—*The W. J. Woods Co., Worcester, Mass.*

No risk is taken in ordering in the latter manner. For, unless you are wholly pleased, we will buy the goods back without question.—*Brodnaz, Memphis, Tenn.*

There is a world of good cheer, hearty good will and unquestioned confidence that rings out when we say satisfaction or your money back.—*Jones Dry Goods Co., Kansas City, Mo.*

Satisfaction or your money back is our motto.—*W. V. Snyder & Co., Newark, N. J.*

Satisfaction in every instance or your money back.—*Whitehouse Dry Goods Co., Spokane, Wash.*

We give you the option of returning any article purchased from us, either for exchange, or for the refund of your purchase money.—*Alfred Edmondson, Morecambe, Eng.*

Money is the best thing going, but it is better coming.—*Puck.*

Your money's worth or your money back.—*The Model, Peoria, Ill.*

Satisfaction or no sale, and money refunded as cheerfully as it is taken. Every purchase must be satisfactory to the customer as to quality and price. If the goods are not as represented, or for any good reason are not satisfactory, we are at your command to exchange or refund the purchase price.—*The Boston Store, Winchester, Ind.*

From the very first the MacGregor caught the town. The very day we brought out this overcoat, early in the winter, every clothing store began to receive calls for it. But the only genuine MacGregors were at Wanamaker's. This fact soon got round. Our sales on this particular overcoat were tremendous. Now the rush is over and one of our manufacturers is clearing up, getting ready for spring. The hundred odd MacGregors left we have taken over to sell to-day at \$16.50, although they are the \$22.50 and \$25 grades. Every one is fifty-two inches long with enough goods in it to wrap well around you and keep you warm; and the fabric is the rough Scotch stuff that has an "air" to it and rarely shows soil. Money back if not suited.—*Wanamaker's, Philadelphia, Pa.*

We guarantee satisfaction on all merchandise orders from out-of-town patrons. Test the facilities of this department and let us demonstrate to you its efficiency. Prompt shipments.—*Minneapolis Dry Goods Co., Minneapolis.*

MONEY BACK

TRADING STAMPS

Are you a collector of purple stamps? If not, you are missing a good thing—an opportunity to get something which is really valuable and absolutely free of cost.—*Holbrook Hunt Co., Rome.*

The plan of giving trading stamps is equivalent to allowing you a discount on every cash purchase you make. Blue trading stamps cost you absolutely nothing, and they can be redeemed for handsome, useful articles.—*Rothenberg & Co., New York.*

If all the world were Trading Stamps, And all the sea was ink, Unless we lived on promises,

What should we eat and drink?

No trading stamps here, but value always. Yesterday, today, tomorrow.—*Hearn, New York.*

When the trading stamp concerns called on us and told us that we never need reduce our prices on merchandise if we gave away stamps we refused to have anything to do with them, and sent them away one after the other. The green, also the blue; pretty soon there'll be pink and yellow ones in the market. A big merchant in New York told us that the trading stamp people never give an article away that costs less than \$2. Just think of that for an inducement to save 1,000 stamps—under ordinary circumstances that means \$100 worth of purchasing.—*Perlmutter, Jersey City, N. J.*

It's a fact! We are giving double green International Trading Stamps in every department. The premiums given by this company which will be on exhibition at our store today are exceptionally good and of more value than others we have seen, and as this question is of vital importance to every one saving stamps, we would earnestly invite you to call and examine their value. This company as a guarantee of its good faith to redeem all stamps issued has placed \$10,000 with the Sovereign Bank.—*Au Bon Marche, Montreal, Can.*

Double "S. & H." green trading stamps tomorrow (Friday) until noon. Two "S. & H." green trading stamps with each ten-cent purchase until noon—after 12 o'clock, one "S. & H." green trading stamp with every ten cents you spend. In order that you may fill your

stamp books quickly, we make this special stamp exchange offer: Bring us your tobacco certificates, tags, coupons, cigar bands, soap wrappers, coffee package signatures, and we will exchange them for their equivalent in "S. & H." green trading stamps. A complete list of the exchangeable coupons and wrappers will be furnished at the Exchange Trading Stamp Booth, on the Main Arcade, First Floor, near the Seventeenth Street end. The "S. & H." green trading stamps are finally redeemable in the most beautiful premiums.—*Lit Bros., Camden, N. J.*

Premium Tickets.—Never lose sight of the fact that Premium Tickets can be had at this store with everything. Get them with your millinery, dress goods, ready-to-wear skirts, blouses, parasols, wrappers, rain coats, jackets, children's dresses, prints, muslins, underwear, hosiery, ladies' fancy ties, belts, corsets, men's sweaters, shirts and drawers, overalls, shirtings, gingham, carpets, matings, oilcloths, lace curtains, table covers, bed quilts, sheets, pillow slips, shams, etc.—*The John Campbell Company, Hamilton, Ont.*

Already this store is bright and attractive with the arrival of spring merchandise. The markets of the world are fast pouring into this great establishment goods for the coming spring. We have been fortunate enough to make some special purchases along these lines, and are giving you the benefit of the price savings that have come to us through our big outlet and ready cash. Then, too, there are marvelous price savings to be had in the clearance sales going on throughout the entire store. Winter goods must go, even though prices are cut below manufacturers' cost. To these unparalleled price savings are added the giving of Sperry & Hutchinson green trading stamps with all purchases—1 with each 10 cents you spend. Don't fail to visit the premium room and see the beautiful premiums for which these stamps are redeemable.—*Lit Bros., Philadelphia, Pa.*

Miss Leghorn Buffcochin, a hen, Took a stamp to a rooster named Ben;

He said: "Henrietty

I think that you'll get a

Rebuff if you do that again."

TRADING STAMPS

ILLUSTRATED ADVERTISEMENTS



No. 270

The best preserves and jellies. We have many kinds and varieties of fruit preserves, with a wide range of prices. The lowest priced, the very best anywhere. Many are put up by women in their homes, with all the care and pride that a woman will take in her special work. Dainty for desserts or a fillip to appetite, they are admirable and economical.

This shows wording and illustrations, but does not suggest manner of display.

WE PLEASE OLD AND YOUNG

A picnic for the children is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well.



No. 294

SAVE GROCERY MONEY THIS MONTH

Now is the time you are purchasing your supply of groceries for February. Just look over these prices and if you are asked more at your trust groceries give us a trial order. No matter what you may be told by the fellow looking for his big profit, our goods are strictly reliable and of the best quality; higher prices and smooth talk will not make their goods of any better quality than ours.

This shows wording and illustrations, but does not suggest manner of display.

— REFINED NEW ORLEANS MOLASSES

Ever try that? Do, if you want a treat. It's the genuine, old-fashioned, Simon-pure stuff, and will give the finest satisfaction. We will sell a limited quantity at a very special price.



No. 305

DEPENDABLE EATABLES

All must be good, fresh and pure or the meal will be a disappointment. You can always depend on having them just as they should be if you buy at —. Largest stock, freshest and best selections always here—so different.

This shows wording and illustrations, but does not suggest manner of display.

DON'T WORRY ABOUT THE GROCERY BILL

The fear of a grocery bill has driven many a man down the hill. It doesn't drive the — customer very far. There's nothing to fear here, people. If you have the fear, come to —. If living has got out of all reason, try the most reasonable thing, — splendid cash system. Grandest layout of meat, fish, groceries and fresh vegetables that you have seen in many months. Freshness! Goodness! Beauty! Cheapness! Greatest grocery combination on earth. All in line at — Department Food Stores this Friday and Saturday.



No. 84

THE BUSY GROCERY

The reason we are always about the busiest grocery store in — is because our prices on goods we can guarantee, are the lowest. Then, too, you get prompt service and courteous treatment. When you buy here you can feel confident you are getting the best goods and we meet any and all competition.

This shows wording and illustrations, but does not suggest manner of display.

CONVINCING VALUES IN FINE GROCERIES

Our customers appreciate the splendid values we are offering in highest class groceries and pure food products. They know they get pure, fresh goods at prices which enable them to save money. Get our canned meats for picnics or outings, you'll find them delicious.



No. 337

FOOD FOR THE CHILDREN'S LUNCHESES

is assured if the comestibles are purchased here. If there's any high grade canned meat or fish we have not on hand, we'd like to know—anything short of that we don't care to keep. A whole lot of things to please grown-ups, as well. Staple and fancy groceries always in stock. Without question our stock of fruits is the best. Always nice and fresh.

This shows wording and illustrations, but does not suggest manner of display.

OUR DELICACY DEPARTMENT

makes cooking at home seem almost useless when you realize the resources it affords. So easy to get up the daintiest kind of a meal with almost no trouble if you buy some of — delicacies. Everything well cooked, and fresh and clean and delicious. Meats, fish, cheese, chipped beef, pickles, olives and hosts of other good things all ready to serve. If there's a lunch to be put for a day's trip, the very thing is to buy what you want of —.



No. 85

YOUR PICNIC SUPPLIES

must be fresh and seasonable to be appreciated on your outing. We make a specialty of picnic eatables—all the good substantial standbys and the greatest abundance of dainty "side lines" that you'll find in town. Send your order: we'll fill it most temptingly.

This shows wording and illustrations, but does not suggest manner of display.

OUTING SUGGESTIONS

"Variety is the spice of life." The delight in fishing comes from the uncertainty—you're always certain of getting things just right at —. The variety the greatest, freshest and best in these parts. Take a stroll through our big grocery and see the many tasty, appetizing good things we have prepared for your table or that outing party—a veritable palace of pure foods. Items of interest displayed on every counter and in every corner of our big store.



No. 112

With an aroma that sets the gastric juices flowing—that creates a desire for food and stimulates the most jaded appetite.

That's — COFFEE.

A blend of the best Mocha and Java. A blend that is made to suit the city's water. A blend that has taken years and years to perfect.

This shows wording and illustrations, but does not suggest manner of display.

A GOOD CUP OF COFFEE

At the end of the dinner quiets any misgivings of indigestion, obliterates all suggestions of ill humor. Any of — coffees always receive a hearty welcome at the end of any and every meal—a promoter of good humor, an indispensable aid to good health.

It costs more in price than ordinary coffee, because it is so much better, yet it is the most economical of all coffee because of its absolute purity and great strength. It will go so much further, make so many more cups to the pound.



No. 51

GET YOUR LUNCH HERE

Our tea rooms are gaining popularity. Maybe it's the novelty of the thing, but just the same the business being done in these tea rooms is increasing daily by big margins. People are coming here for their noonday lunches. The service is now fully up to the standard—prompt and accurate. It's a pretty satisfactory habit to form—this eating lunch in — new tea rooms.

This shows wording and illustrations, but does not suggest manner of display.

GOOD TEA AIDS DIGESTION

Its fragrant aroma excites the flow of the digestive fluids. It softens food so that the gastric juices act readily upon it. Its warmth brings blood to the stomach. It promotes the assimilation of nutrition by the blood. It supplies food for the nerves and body. Its principal constituent is theine—a tonic that reinvigorates and freshens mind and physique. Good tea is an actual health benefit for women and children and men. Our Teas are good teas. They are the selected growth of the best tea estates of the world.



No. 118

TWO WAYS OF LOOKING AT THE GROCERY PROBLEM

The wrong way—keep on paying high prices and at the end of the week be away behind as usual. The right way—Note our cut prices on high quality groceries, come to the store and see the goods, break away from high prices, leave your order with us, and the end of the week will find you with money in your pocket for other needs.

This shows wording and illustrations, but does not suggest manner of display.

THE STORE YOU'VE BEEN LOOKING FOR

Cool comfort is hard to obtain at any price these hot days. It is not so with pure teas and coffees, as by going to the — you will always find a large and fresh stock of teas, coffees, spices, baking powders and extracts, at most reasonable prices. Quality and strength of all our goods fully guaranteed. We wish a trial order from you and we are satisfied that once a customer always a customer.



No. 128

ARE YOU LOOKING FOR BETTER GROCERIES?

This model food store helps you to better things to eat, and no more to pay. The natural instinct of folk is for good things to eat. This Model Food Store teaches a lesson to the economical housewife. It shows her how edibles are rightly kept to maintain perfect sanitation and health properties. It brings to her larder the best things to eat—at no added cost. On a good many things all this betterness brings her a saving.

This shows wording and illustrations, but does not suggest manner of display.

OUR GROCERIES ARE GUARANTEED

Your Sunday dinner will be the better for a little shopping in our grocery department. Coffee that is best. One sip and then your verdict—if it isn't better than you've been buying for the same price, no matter where, send it back. Every vegetable and fruit the season affords.



No. 49

WE PLEASE OTHERS—WE CAN PLEASE YOU

The ordinary grocery store is often disappointing. Not so here. We always have something in our choice stock to tickle the palate of those whose appetites need forcing a little. To-morrow we have an unusually good lot of fruit, green vegetables, home-made goods, staple and fancy groceries. Pay us a visit. 'Twill be mutually helpful.

This shows wording and illustrations, but does not suggest manner of display.

THE "PURE FOOD" STORE

Such values as these are what have made this grocery department the best place in which to buy pure foods in —. Not per cent. of profit, but volume of business, is the governing principle in the conduct of this department. This means that we buy pure foods at the lowest possible price and sell them at the lowest possible figures our volume of business will permit.



No. 132

BE CAREFUL WHAT YOU EAT

Particularly in the summer—as poor and impure foods in the warm season very quickly result in a siege of sickness. The safest plan is to have "The Big Store," Pittsburg's great pure food mart, supply all your grocery wants. You can order by 'phone just as well as in person—and we'll always assure you of the highest satisfaction—and, too, guarantee to save you considerably. Bring your grocery list.

This shows wording and illustrations, but does not suggest manner of display.

GROCERIES OF SUPERIOR QUALITY.

The first requisite with us is quality, purity, freshness. We cater for those who insist on a high standard of living. The best fed are the healthiest and happiest—notably so when the element of extra expense is entirely eliminated. This important feature has always been a cardinal principle with us. Our customers live better for less money than those who buy elsewhere.



No. 75

MRS. HOUSEKEEPER, LISTEN!

This is the time of the year when the grocery store can help you most. Let's see if we can relieve you of half the responsibility of that picnic or excursion. You will get the proper foods, if you come here, and they won't cost much, either, and you are almost sure to get something that the other folks have not heard about as yet, and their surprise and delight will be worth the time you spent in shopping for them.

This shows wording and illustrations, but does not suggest manner of display.

ECONOMY IN GROCERIES

Exceptionally low prices on dependable qualities of table foods. We carry only the purest articles, but establish prices—lower than the same qualities can be sold for elsewhere. You need only make comparisons here—Prices and Quality—and we will hold your grocery trade.



No. 129

YOU WILL SAY IT'S EXCELLENT!

I can think of nothing more refreshing, at this time of the year, than a cup of tea, deliciously fresh, with the bloom of spring still on its tender young leaves, which, although only plucked from the bushes in June, I am now able to place on your tea table in —, so rapid is the means of transit nowadays. In making this season's blend I have used only the choicest growths procurable, and I do not hesitate to say that a finer tea has never been offered in — at 37c. per pound.

This shows wording and illustrations, but does not suggest manner of display.

TEST BY TASTE

This is the sure way of detecting the good from the other kind of tea. Maybe you are hard to please. You will have no fault to find with "Fruits and Flowers" tea. A new importation has just come in—delicious is the only true description—you will enjoy every drop of tea made from these flavor-full leaves.



No. 139

If you pay cash why should you pay more for your eatables than we sell them at? *Buy where you can buy the most and best for the money.* Here is a list for to-morrow that we know to be at least 10 per cent. lower than the same quality of goods can be bought for at any other store in —.

This shows wording and illustrations, but does not suggest manner of display.

PURE CANNED GOODS

Perfectly sound fruits and vegetables put up at Picton, Ontario, with strict regard for scrupulous cleanliness in every stage of the process. The exclusion of everything of an unsound nature results in remarkable preservation of the natural flavor. Nothing finer canned.



No. 250

Our pure food show. A magnificent, instructive exhibition of modern pure foods and their correct preparation and uses—combined with a stupendous cut price sale of table supplies, surpassing in scope any similar event ever attempted. A multitude of interesting special attractions Monday.

This shows wording and illustrations, but does not suggest manner of display.

PURE FOODS

Our sale of pure foods is well worth your thoughtful attention—mince meat, of course, the pure kind; relishes, condiments, flour, sugar, coffee, teas, spices—all the staples and all the luxuries you can think of—many you may not call to mind. Our goods, our service, our prices are right in line with those of the best groceries in the land.



No. 308

PURE GROCERIES

It's in the kitchen where the true advantage of the — stores becomes apparent. When your groceries run low and you are about to replenish, it sets you a thinking where you can buy the cheapest and best. There's only one store that keeps ringing in your ears, and that is —.

This shows wording and illustrations, but does not suggest manner of display.

PURE EVAPORATED MILK

For the unexpected guests, after the theater or Sunday night supper, you will find a can of — Evaporated Milk so handy, for it can be used the same as fresh cream and milk. — Evaporated Milk has all the nutritive properties of fresh cream, for — Evaporated Milk is entirely pure, full-cream cow's milk, sterilized, evaporated and cleansed: free from all germs, bacteria and foreign preservatives. Two cans for 25c.



No. 206

EVERYTHING IMAGINABLE
IN THE GROCERY LINE

This grocery comes about as near meeting every gastronomic want as it is possible for any one store to provide. Fine select groceries of all kinds, the freshest of country produce, fruits and nuts of all kinds, the best of every variety of canned delicacies—nothing lacking for your table or your culinary preparations. You save money by buying here.

This shows wording and illustrations, but does not suggest manner of display.

THE BEST GROCERIES AT
MODERATE PRICES

There's a good deal in the cooking of a meal, but there's more still in the buying of the groceries. If you want on your table the best food products that are produced in the world, buy of a store you know carries only good products—buy of —. There's all the difference in the world in the taste and flavor of a good product and a poor one. Buy — groceries and enjoy the finest richest flavor.



No. 302

We carry the purest and best spices, and you know that the best is always the cheapest, and we believe that it is a waste to use anything else for such purposes. We buy what we know to be of the highest quality. They are a little higher in price, but are the best.

This shows wording and illustrations, but does not suggest manner of display.

If you have been a stranger to the flavor given by using — spices, get acquainted. There is nothing but spice—no woody (perhaps poisonous) adulteration—*just purity—just spice*. The package keeps the flavor always the same as the day we ground the spice.



No. 164

Only one best store in town at which to obtain your supplies of groceries, and that's at our store. Don't accuse us of boasting. We are only repeating what hundreds of satisfied patrons have said and are saying about us. Beside excellence, we also lay claim to promptness and carefulness in the filling of all orders. No extra charge for all these good points. It's just our way, that's all.

This shows wording and illustrations, but does not suggest manner of display.

It's the purpose of the — Grocery to lighten the labors of the homekeeper, on whom rests the responsibility of providing three or more times a day food to tempt the appetites of the rest of the family. How much help we are to her, the daily growth of this business reveals.



No. 144

DO YOU DRINK TEA?

"There is a something about — Tea that is to be found in no other tea." So said a — lady to a grocer the other day. She did not know exactly what, or how to describe the difference, only there was a "something" — Tea had that other teas lacked. That something was a little more quality.

This shows wording and illustrations, but does not suggest manner of display.

EAT, DRINK AND BE MERRY

Enjoy life while you live, for you'll be a long time dead. Man wants but little here below—except when it comes to the matter of eating, and then he wants plenty of it and of the very best quality, too. Every wife knows that our groceries fill the bill in every particular and that they are fresh, pure and wholesome.



No. 328

DO YOU ENJOY GOOD THINGS TO EAT?

A continuous feast of pure, fresh foods and delicacies is being set before our customers at prices so low that the daily task of supplying the household with necessities is changed for them into a perennial pleasure. Witness our specials for this week—potatoes by the basket at carload rates; the finest flour below present cost of milling (wheat is so high); hams and bacon at prices almost discouraging to the pigs; rice and prunes cheaper than you could raise them; and so it goes through our whole stock.

This shows wording and illustrations, but does not suggest manner of display.

MALTED MILK

It is pure, rich milk with the extract of selected malted grains in powder form. Instantly prepared by stirring in water. More beneficial and delicious than tea, coffee or cocoa. Very digestible and nutritious as a lunch. The best food for invalids, dyspeptics and those run down. Nothing finer can be found as a beverage for mountain picnics.



No. 202

PROMPT, COURTEOUS SERVICE

One hundred sale persons—polite, attentive and experienced—are required to meet the wants of the thousands who are attending the great Harvest Festival to purchase a season's supply of groceries—the only time of the year when these high qualities are sold at the remarkably low prices listed below. Even then it keeps them hustling, for they are particular to see that no customer is kept waiting.

This shows wording and illustrations, but does not suggest manner of display.

THERE'S NO DREAD OF ORDERING YOUR GROCERIES HERE

A department in which you can give your order at leisure, in a beautiful and spacious Order Room. It is a department that is complete, bright, up-to-date, in which good service is given, in which cleanliness and order are observed, and in which low prices are — always quoted.



No. 163

Wouldn't you prefer to have your morning cup filled with rich, fragrant, delicious coffee than with a flavorless, tasteless, weak beverage? Why don't you? In our coffee department there's nothing but the pure, good coffee berry sold. We have Mocha and Java coffee at 40c. the pound that makes a most delicious cup of coffee—and you pay that price many places for a coffee that is worthless. Ours is so skillfully blended, always fresh roasted—and it's pure.

This shows wording and illustrations, but does not suggest manner of display.

DELICIOUS COFFEE

"This — coffee seems to go further. The weight is full, the coffee rich, and even if it cost more per pound than I paid elsewhere (which it doesn't), it would still cost less per cup. As to body and flavor, I have never tasted a more delicious coffee," thus speaks our customers. Our — coffee at 30c. the pound is positively coffee par excellence.



No. 12

YOUR GROCER

will give you a package of Happiness when you call for

— FLOUR

With light, sweet bread on the table, the Housewife is happy—the home is happy. There is no flour made that makes sweeter, daintier or more delicious bread, pies or pastries, than — FLOUR. This sounds like a broad statement, but it will be heartily testified to by every housewife who has used it. Can you expect a better recommendation? Join the ranks of HAPPY HOUSEWIVES and be happy.

This shows wording and illustrations, but does not suggest manner of display.

LIGHT AS A BUBBLE

That's the kind of biscuit made from — Flour. Not those tasteless hard discs of dough—but rich, creamy fellows that will melt with the butter in a mouthful of satisfaction. Sold only at —



No. 6

That's the kind of bread that makes the housewife happy. If you want a light, sweet, wholesome bread, you'll be sure to get it by using

— FLOUR

the clearest, purest flour milled, and made by the

This shows wording and illustrations, but does not suggest manner of display.

Yes. Here it comes. Something that will make the housewife happy. A sack of

— BEST

A flour that makes the lightest, daintiest, and most delicious bread imaginable. It has that satisfying quality, which is unattainable save from a flour of the rich glutinous wheat from which "— Best" is made. If you want the best flour, be sure and ask for "— BEST."



No. 4

When your Grocer says "Anything else," be sure and answer

— BEST

— Best is a flour that makes the lightest, sweetest, bread, cake and pastries imaginable. Use it once, and you'll never try another. Every sack of — Best sold, is a testimonial of its popularity among the housewives. Do you use

— BEST?

This shows wording and illustrations, but does not suggest manner of display.

We bring you good tidings—fresh bread made from

— FLOUR

is always good tidings. — Flour is milled from a wheat which grows on the most fertile soil—the soil of Kentucky. Its purity and wholesomeness are attributes known to every housewife who has once used it. There are other flours to be had, but the housewife who once experiences the satisfaction obtained from — FLOUR, will never be contented with another. This is not hearsay, this is a fact. — FLOUR makes Home Happy.



No. 26

— FLOUR

leads them all. Why? Because it's pure and has that delicious flavor, such as only comes from a wheat grown on the fertile soil of Kentucky: because it makes the lightest, purest bread, biscuits and pastries, to which innumerable housewives who use it will cheerfully testify; because it is the real source of the Staff of Life. The woman who once uses

— FLOUR

becomes an — enthusiast. Are you one?

This shows wording and illustrations, but does not suggest manner of display.

When it's good like Oliver Twist, you "want some more." And when it's made of

— FLOUR

it's sure to be good, because — Flour makes the most delicious cakes in the world. Housewives often try a different brand of flour every time they buy, but when once they buy —, they become habitual customers. There must be a reason.

Use — Flour, and you'll "want some more."



No. 246

DO YOU WANT A FLOUR that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

— FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

When you say FLOUR, be sure and say —.

Manufactured by —,
Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

What sort of flour have YOU been using? Probably something that looks like flour, but really is—heavens knows what. Why not be sure what you're getting—what you're eating and use

— FLOUR

Then you know that your bread, your puddings, your pastries, are pure and wholesome—good for the growing child, for the invalid, for yourself. Next time make sure it's —



No. 299

The phrase on the above illustration is all truth. You can't have good flour unless the wheat is good. The wheat from which

— FLOUR

is made, is grown on the fertile soil of Kentucky, which produces the healthiest wheat in the country. The greatest care is used in milling, with the result that we produce bread that is a joy to every housewife. For bread, biscuits, pie or cake, — FLOUR is ideal.

This shows wording and illustrations, but does not suggest manner of display.

Any honest Grocer will tell you that the best flour in his store is

— FLOUR

It makes the lightest and sweetest bread, cakes, and pastries and puddings. Use it now, and you'll never want to even try another. The fact that we are selling more — Flour every day is a proof of its excellence. Be sure you order — Flour the next time you bake.



No. 303

BISCUITS—YUM YUM

Oh, those delicious hot biscuits—so good and appetizing. The kind the children love because they are of such delicate lightness—when you think of these biscuits, you think of

— FLOUR

THE KIND THAT MAKES
THE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

DELICIOUS BISCUITS

Biscuits that are made from

— FLOUR

are really delicious. Not only biscuits, but pies, and cakes, and all sorts of pastries, are most appetizing when made from

— FLOUR

If you've used any other than —, try this just once and you will surely become a convert.

When you ask for flour, be sure and say —.



No. 264

Do you want some? Of course you do. You know it's made from

— FLOUR

that's why. — Flour is milled from wheat grown on the rich fertile Kentucky soil. Its purity is what makes it in such demand among housewives. Children thrive and grow well and strong on biscuits made from — Flour. It makes the home happy—it makes the children happy.

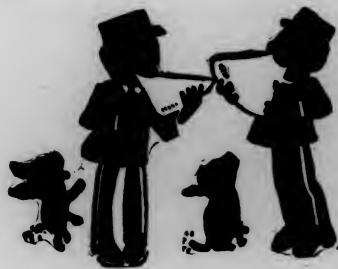
Your grocer sells it.

This shows wording and illustrations, but does not suggest manner of display.

This is the sort of Pie I got from — Best.

I'VE TRIED THE REST
BUT — BEST
IS BEST

It makes the lightest, sweetest, and most delicious bread, pastries and puddings imaginable. The next time you bake, be sure and use — Best.



No. 210

DO YOU WANT A FLOUR

that makes the lightest, daintiest, most delicious bread imaginable? Of course you do. Then you should use

— FLOUR

It makes better bread, better biscuits, better cakes, and better pastry than any other flour sold, and it has that satisfying quality which is unattainable save from a flour of the rich glutinous wheat from which — FLOUR is made.

This shows wording and illustrations, but does not suggest manner of display.

Do you remember when you were a little tot, the deliciousness of mother's baking? Do you still enjoy your bread and pastries as well? If not, it's because you don't use the same flour.

— FLOUR

makes — bread and pastries. Milled from a wheat grown on the limestone soil of Kentucky, it produces a bread that is light, pure and wholesome, a bread that will taste as well to you as it did when you were a little tot.

— FLOUR is used in IDEAL HOMES



No. 365

THE KIND MOTHER USED TO MAKE

Everybody is fond of telling about "the kind mother used to make." In fact, anything that mother made, from mince pies to biscuits, was an incomparable joy. The wise mother will erect a monument in the mind of her offspring, when she makes her bread, biscuits and pastry with

— FLOUR

the cleanest, sweetest, most nutritious flour manufactured. It makes that fluffy light bread that builds muscle, and nourishes the system. Bring up your children on bread made of — flour and you will

MAKE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

Next time you go out camping or picnicking, you will enjoy your outing so much more if your bread, pies, and biscuits are made from

— FLOUR

— Flour is true nature's food. It is made from a wheat grown on the limestone soil of Kentucky, and is manufactured and guaranteed by

Maker of Good Flour.



No. 431

Certainly, the children "want some more" because the biscuits were made with

— FLOUR

the purest, most healthful flour milled. For bread, biscuits and pastries, it is unsurpassed. If you try it once, you'll never change for another. — Flour — the kind that

MAKES HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

The housewife who uses

— BEST

is "satisfaction personified." Instead of heavy, soggy biscuits, they will come up light and fluffy, instead of an ill-tasting mass of dough they come up sweet and delicious—and the secret of it all is just two words:

— BEST



No. 333

The housewife who can produce a fine light bread is one of the world's happiest mortals. Unless the flour is from good healthy wheat, the bread will be a failure. The wise woman knows this and therefore buys

— FLOUR

milled from health-giving, nutritious wheat, which makes a pure, clean, light bread—the kind that MAKES THE HOME HAPPY

This shows wording and illustrations, but does not suggest manner of display.

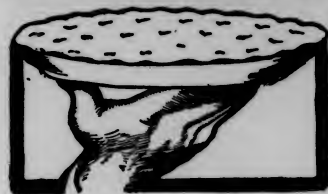
Fine flour comes from carefully grown wheat. There is no better wheat grown than that from which

— BEST

is made. With — Best, the housewife produces bread, pastry and puddings, so wholesome, so delicious, that they can be summed up in just one word, "BEST."

What sort of flour do you use, Mrs. Housewife?

PIE!



No. 134

Whether you use a cook book or not, the chief essential in getting good pie, lies in the using the right kind of flour. On this point, we all unanimously agree.

— FLOUR

is the right kind. It is milled from a wheat grown on a soil than which no other in the country is more fertile—the soil of Kentucky. It is wholesome—it is pure—it is clean. Do you use — FLOUR, Mrs. Housewife? Guaranteed and Manufactured by

Maker of Good Flour.

This shows wording and illustrations, but does not suggest manner of display.

Now, who doesn't like pie, especially when the crust's so good? The goodness of pie depends on the crust, and the goodness of the crust depends on the flour used.

FLOUR

which is made and guaranteed by —, makes the best, sweetest and tastiest pies, puddings, bread and biscuits ever. The next time you order flour, be sure it is —.



No. 43

It looks good, it tastes good, and yes—it IS good. These three qualities are contained in every piece of bread, pudding and pastry made with

— FLOUR

the purest, most wholesome flour milled. Good flour is only produced from good wheat. — Flour is milled from a wheat grown in all its wholesomeness to healthy wheat. That's the sole secret.

This shows wording and illustrations, but does not suggest manner of display.

Good flour makes good bread—good bread breeds good natures—good natures make a Happy Home—a Happy Home brings a Happy New Year. Thus we have it that

— FLOUR

made from Winter Wheat grown on the limestone soil of —, the purest, cleanest, sweetest flour milled, contributes its mite towards bringing about a Happy New Year to you all.



No. 411

FRESH, RIPE VEGETABLES

The biggest and best vegetables are raised from our seeds, and they keep best through the winter. The seed potatoes we sell always give the best crops. Did you notice what good results our White Rose potatoes gave in the crop?

This shows wording and illustrations, but does not suggest manner of display.

VISIT OUR FRUIT DEPARTMENT

This department stands second to none in the United States, either in point of stock or prices. Everything imaginable for the table will be found here—always of best quality, strictly dependable in every way. The enormous outlet, together with ready cash, makes us particularly desirable customers, and brings us special concessions.



No. 440

NEW SPRING TAILORED COSTUMES,

suits, jackets, waists, skirts, etc., make their formal bow to-morrow. It will be an occasion ripe with attractions, for every conceivable style—from both foreign and home fashion centers—will be fully represented. The woman of wealth as well as the woman of more moderate means will surely find interest in this most effective display. It bristles with variety.

This shows wording and illustrations, but does not suggest manner of display.

STROLL THRU THE SUIT AND SKIRT DEPARTMENT

Note the new fall styles. The department is fairly sparkling with pretty new designs. The display is the most complete and quite the best we've ever shown. Styles are absolutely correct in every detail.



No. 432

LADIES AND GENTLEMEN

There's no use to argue the matter, Hershey Brothers are the most practical bakers in our town. Nice, fresh bread, pies and cakes made of the best materials. If you have not tried ours, you have missed many a very toothsome article.

This shows wording and illustrations, but does not suggest manner of display.

NO BREAD LIKE —

It's home-made, and the difference between it and other bread is — is home-made and the other isn't. No need to eat a poor, unsatisfying bread three times a day when you can get home-made bread so good that you'll want it all the time. The loaves are large with twice as much nourishment as you get in a baker's loaf. Beautiful, flaky, palatable loaves for five and ten cents.



No. 391

DELICIOUSLY LIGHT

bread, cakes, rolls, and many forms of pastries leave our ovens fresh, sweet, wholesome and clean every day. Have they reached your home? No; well there is a treat in store for you, a treat we are prepared to set down at your door any day you let us know your wishes as to kind and quantity. 'Phone connection insures quick attention. Our No. is —. Our domestic bread is still the leader.

This shows wording and illustrations, but does not suggest manner of display.

DAINTY, FEATHER-WEIGHT

egg biscuit, in a new shape—oblong pieces, about an inch long. Their exquisite flavor, appetizing appearance and supreme daintiness have already made them "blue-ribbon" favorites. As a delicious, wholesome and nutritious food for the boss of the house—the baby—they are A No. 1.



No. 27

OUR PIES WILL PLEASE YOUR TASTE

Made fresh every day—and there's art in the baking—which produces a light, flaky crust that melts deliciously in the mouth—then there is no soaking in of the filling—no soggy, no indigestion—and the fruits used are fresh and luscious. Every day — bakery has a few special delicacies for the dessert table—fresh and appetizing—chocolate layer, jelly roll, supper rolls, Spanish buns, cocoanut gems, almond cake, lady fingers. Our varieties are all as carefully made as is — bread. For goodness' sake try them.

This shows wording and illustrations, but does not suggest manner of display.

OUR HEAD BAKER

Can Please Your Appetite. If you "just dote" on dainty and delicious fancy cakes, we are sure you will be interested to learn that our head cook is making something new in this line for us; we think they excel any cakes we have yet seen—those who have tried them come back. Won't you give them a trial?



No. 35

FINE HOME-MADE CAKES

Cake-baking requires so much time—let us do it for you. We're baking all kinds of cakes every day. Some housekeepers would not think of baking a cake at home. Whenever you want a special cake for birthday or wedding, we will bake it according to your orders.

This shows wording and illustrations, but does not suggest manner of display.

TRY US A MONTH

We will save you money. Expert bakers are at your service here at all times. They make the things that we sell you at about what the raw material would cost. Let us have a trial order from you. See if our bakery doesn't produce as good a cake as yours; see if it isn't really a little better. See if the price isn't less than your cost.



No. 8

WE MAKE THE BEST BREAD

Would you rather have some home-made bread than baker's?—buy it at —. Our baking of home-made bread for our customers has delighted them almost more than anything we've ever done. And they show their appreciation by buying it just as fast as we can bake it. Beautiful, well-browned loaves, light, flaky, delicious—you never ate better home-made bread. Baker's bread has been eaten of necessity, — bread is eaten for its goodness.

This shows wording and illustrations, but does not suggest manner of display.

WE SHOULD THE RESPONSIBILITY

of what we say. When we serve you with home-made bread, rolls, cakes, pies, etc., you're assured of getting the best home bakery products obtainable. Our goods are made in the most cleanly surroundings and strictly pure. Fresh daily, and always toothsome and wholesome.



No. 30

HOT WORK

fussing around a cook stove in hot weather. Cut it out. Take advantage of our big bakery. Surely you can make no better bread, no lighter biscuits, no finer cakes or pastry than you find here fresh several times a day. Nor bake these things nearly as cheap. Then strike out for a comfortable summer, leave the baking to us and collect the red star stamps we give with all purchases at our bakery counters.

This shows wording and illustrations, but does not suggest manner of display.

MOTHER'S BREAD

appeals to the bread baker at home. They of all others, know a good bread when they see it. There isn't much home-made since our bread came to town. Our bread has all the good points of home-made, with a few which are distinctly its own. It's so much easier to say — to the grocer. than it is to stand over a hot stove.



No. 1

OURS IS WITHOUT QUESTION

the best flavored bread on the market. It has that goodness about it which is characteristic with bread made by our mother. It's as sweet as a nut and as pure as spring water. We know you will stop baking after trying a loaf.

This shows wording and illustrations, but does not suggest manner of display.

OUR SUCCESS HINGES

on good bread. We have aimed, studied and striven for perfection in the baker's art. Judging from the steady increase in our customers, these persistent efforts have not been in vain. While the past is secure, present popularity gives us a mortgage on the future, and lovers of fine bread should not fail to try ours.



No. 88

PURE HOME-MADE BREAD

We say home-made because it is just like the good bread you would make in your own home. The same care you would use, we employ. Our shops are models of cleanliness and neatness, open for your inspection at any time. Using as we do only the best ingredients, made up by expert workmen and baked in perfect ovens, why should we not turn out an absolutely splendid loaf?

This shows wording and illustrations, but does not suggest manner of display.

HEALTHFUL BREAD

Our Bread is made with the very best Flour, pure Lard and plenty of good Milk. The bakers are experts in their line and the bakery is light, well ventilated and scrupulously clean. Our Butter Rolls are the daintiest and nicest production in the bakery line. Fresh every afternoon at 3. 'Phone your orders for immediate delivery.



No. 259

DON'T MAKE YOUR WIFE BAKE

The woman who makes her own bread must run the gauntlet of a hot oven and a weary baking board before she obtains it. How much easier to put down five cents and say, Butternut bread, please, and go home with the daintiest, most delicious loaf ever made in Springfield.

This shows wording and illustrations, but does not suggest manner of display.

WHY MUST YOUR WIFE BAKE?

Let us do it for her. We bake good bread for health of all, old and young! Our bread beats home-made because experts excel amateurs. As we buy flour by the wholesale at lower prices, bake in quantities at consequently less cost, our bread is cheaper than the domestic article. Time, labor and cost of coal are all saved by having us serve you. Come to us to get better bread cheaper.



No. 131

"LIKE MOTHER USED TO MAKE"

There is one thing certain—we do make the kind of bread, rolls, pies, cakes, doughnuts and crullers that people want. We don't make them to keep or to look at; we make them to attract people who have nice taste. And the quality that we have ever maintained in our bakery goods has attracted them, and is attracting them in greater numbers than ever before. We are the standard bearers, and "Quality" is the word that is inscribed on our business banner. We lead because our goods are the best—and they always will be. We put the best materials and the skill into their production.

This shows wording and illustrations, but does not suggest manner of display.

GIVE US A TRIAL

You will say our goods are "like mother used to make." Light bread and rolls, light cake and pastry. Care in the selection of materials, skill in the mixing and kneading, art in the baking—cleanliness, healthfulness, purity the first requisite in every detail. These are the reasons for the popular regard for —'s Bakery.



No. 157

STRENGTH IN IT

There's health and strength in a bottle of pure beer. And — real German brew has purity and quality. Barley in it for food. Hops for tonic. And just enough alcohol to aid digestion. Essential to the weak; healthful for anybody. A standard, high grade beer. Unsurpassed

FOR TABLE USE

or medicinal purposes. The beer that cheers, nourishes, invigorates.

This shows wording and illustrations, but does not suggest manner of display.

These hot days you want a good cooling drink in the home. It needs to be refreshing and healthful.

BEER

is what you want—it is the best thing you can drink on a hot day. It quenches the thirst quicker than soda water or lemonade, and is healthful. — beer is the beer you want for the home. It is as pure as a

BEER

can be brewed—it is absolutely healthful—the entire family can use it. A dozen bottles delivered to your home for \$2.00, or 20 cents the single bottle.



No. 3

What attention do you pay to the

BEER

you drink? Are you satisfied if it only "tastes" like beer? It is of interest to you to know that — Beer means more than the taste. It is so

PURELY BREWED

of nutritious malt and hops that its use imparts new energy and strength—besides a flavor that is delightfully real. Bottled at the brewery and delivered to families in convenient packages.

This shows wording and illustrations, but does not suggest manner of display.

AT MEAL TIME

At luncheon, dinner or supper, the very best thing to wash down any kind of food is a bottle of thirst-quenching, blood-making,

HEALTH-GIVING BEER,

which has no equal and never had a superior. The taste of it is refreshing, and it is the kind of pure beer that never gives one a headache. Suppose you try a box. You will like it so well that you will want the same every week for your family's sake. The price of it will please you, too.



No. 14

HEAR THE DOCTOR!

"So much alcohol is necessary for digestion. It helps food to assimilate, stimulates digestion and insures a healthy tone to the stomach."

BEER

contains 3 per cent.—no more, no less. The hops, barley and malt used in the making are the best money can buy.

The plant where it is brewed is equipped with every new, scientific device to produce a healthful, wholesome beverage.

This shows wording and illustrations, but does not suggest manner of display.

The drink for summer is — BOTTLED BEER

When properly cooled it is not only delightfully refreshing, but its tonical properties will counteract, as no other drink, the debilitating effects of hot weather, and, being properly matured, will never cause biliousness like badly brewed "green beer." It's a marvel of purity, and is bottled with the greatest care.



No. 353

SPEAKING OF BEVERAGES

Here's to the friend of the thirsty! The best and most refreshing drink you can obtain is a good, honest, always-the-same beer. It's only mildly exhilarating, promotes cordiality and has no after-clap of insomnia, headaches, or nausea—provided, of course, you get a pure, unadulterated beer. — beer meets all the specifications enumerated above.

This shows wording and illustrations, but does not suggest manner of display.

HERE'S A SIGN OF GOOD CHEER

In the pure amber beer that gives vigor and pleasure and joy. A perfect brew. Unexcelled for table use and highly recommended for the weak and convalescent. Palatable, wholesome and nutritious, — beer is the standard of quality.



No. 304

Something that cuts the thirst with a tingle, pleases the palate with surpassing flavor and comforts the weakest stomach.

Such is

— BEER

Made from the best hops, malt and barley that money can buy and brewed in a plant possessing every scientific device for the production of a pure, healthful beverage.

This shows wording and illustrations, but does not suggest manner of display.

Treat your palate these hot days by drinking

— BEER

Its purity and healthfulness are endorsed by leading chemists and physicians. Try a case of the brewery bottling at your home or at the shore and notice the improvement this beer speedily effects in your appetite, energy, strength and vigor. Watch how it brightens the spirits and gives freedom from indigestion, anaemia and debility.



No. 121

HAVE YOU TASTED OUR BEER?

If you wish to be healthy and happy drink

GOOD BEER

such as the — brand, known for its purity, palatability and general excellence. Some beers taste good, but are not good, some beers are good, but don't taste good. — beer tastes good and is good—yet our price is not in excess of inferior makes.

This shows wording and illustrations, but does not suggest manner of display.

GOOD BEER A FRIEND!

Not a foe. Because the materials that enter into the manufacture of — Beer are absolutely pure. No "dopes" or drugs whatever. Laborers and many others subject to weak backs and kidney troubles will drink no

BEER

but —. They say it builds up the system, instead of injuring the kidneys. These facts plainly demonstrate the purity of our product.

Now, Madam!

What Is the Real Reason Why You Bake at Home? Is It Quality, Economy or Just Custom?

I would be glad to think that you bake at home, simply for the enjoyment you get out of it, especially when the weather is warm and the day is so sunny. But you certainly don't bake at home on account of the pleasure it gives you. Most housewives bake at home for one of three reasons: To insure quality, to practice economy or on account of custom, simply because they always have baked at home. Baking ordinary bakery bread is worse than baking at home, but you don't need to do either.

Western Bread Is Better Than Home Made and Cheaper, Too

THE IDEAL BAKERY
121 West Ninth
Phone 1390

THE BREAD FOR RICH OR POOR

Clover Leaf Bread

Rich people go to "maitre d'homes" for their health when their health has been broken down by hot, heavy lunches and poor—poor people have to stay right at home and endure the misery of dyspepsia and indigestion. Both would find relief and health if they quit eating hot breads and ate only CLOVER LEAF.

CLOVER LEAF is the perfect workman's bread as well as that of the man who is well to do. Made as clean and dairy as bread can be made, CLOVER LEAF is close-grained, substantial and satisfying. No other bread has the rich, delicious butter-flavor that is so much enjoyed in CLOVER LEAF. See the soft, tender crust.

CLOVER LEAF is in a class by itself—a triumph of twentieth century progress. Are you eating it? You wouldn't find an engine with coal that would nearly burn. Are you trying to nourish your body with hot breads—food that is almost impossible to digest? Get away from the stomach slavery of the hot bread habit and buy CLOVER LEAF.

BAKED BY THE SPRING DAIRY CO. The Clover Leaf Baking Co.

Let Us Say In An Honest Way What Others Say In The Same Way. "No Bread Like O. K." With other brands all combined, O. K. Bread leaves them all behind.

THE BEST PASTRY IN THE CITY

THE IDEAL BAKERY
121 West Ninth
Phone 1390

THIS IS REAL BREAD FOR YOU

THORO-BREAD

TRY ONE LOAF

IT'S GUARANTEED

\$100 IN CASH PRIZES

ROYAL BAKERY, Manufacturers
614-19 Oakley Street

BUTTERMILK BREAD

BAKED BY THE SPRING DAIRY CO. The Clover Leaf Baking Co.

Let Us Say In An Honest Way What Others Say In The Same Way. "No Bread Like O. K." With other brands all combined, O. K. Bread leaves them all behind.

THE BEST PASTRY IN THE CITY

THE IDEAL BAKERY
121 West Ninth
Phone 1390

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THE BEST PASTRY IN THE CITY

THE IDEAL BAKERY
121 West Ninth
Phone 1390

WESTON BREAD

—is the kind a fellow can enjoy without loading it up with jam.

It has taste to it—a taste that makes you want another slice.

Weston Bread is great for kids, grown-ups, too.

WHITE CLOVER BREAD

ROYAL BAKERY
614-19 Oakley Street

Absolutely the Best Bread You Ever Ate. Buy a Loaf Today

Specials for Saturday at Hall's

Blanched Peanuts—Roasted and salted just fresh for Saturday's sale at 15c the pound.

Cocoonat Kisses—Made from fresh grated cocoonats and best sugar cream. This combination, with best flavors, makes a delicious piece of candy. Special for Saturday, 16c the pound.

33 Court Street **HALL'S** Both Phones 420

Adapted to the Stomach, "and So Good"



MADAM, if you want a BIG, WHOLESOME, TASTY LOAF OF BREAD, ask your grocer for O. K., and insist on getting it.

MADE BY THE **AVALON BAKERY**
831 Kansas Avenue Tel. 1191

Special Wednesday 16c lb.

Chocolate Jim Crows,
Chocolate Apple Jellies,

Two kinds of our regular 20c candies reduced for this day's selling.

The regular quality, nothing but the price reduced; try them.

Reynolds Candy Co.,
E. B. Griffling, Mgr.

415 Market Street,
225 Delaware Ave.



Weston Bread

The bread that's a real treat. It's the best combination of home-made deliciousness and uniform baking you ever tasted.

Buy a Trial Loaf Today

IDEAL BAKERY
121 West Ninth

Buttermilk Bread

IS CRISP, FRESH AND WHOLESOME. YOUR GROCER SELLS IT.

OTTUMWA BAKING CO.

HOME-MADE FRIED CAKES

Cakes are home-made, in either sugar or plain, and sold at 25 cts. the doz.

You Will Like Them

Geo. E. Hall Co.
33 Court Street

WHEN YOU WANT GOOD BREAD

—and you should insist upon getting the best at all times—get more. Our reputation for good bread is not the result of chance. Our customers are satisfied that ours is the most satisfactory bread they can buy. Try it, and you will become a regular customer.

Reynolds
Cor. Spruce St. and Portage Ave.
Phone 3410 1919.

BREAD AND BAKED GOODS.

For quality of goods and economy of price try buying your bread and all kinds of baked goods at Reinhardt's bakery.

G. W. REINHARDT.
South Side Public Square.

Big Candy Sale

WILL GO ON JUST THE SAME

We Furnish Ice Cream

Agents to All Parts of City
Palace of Sweets
Ind. 339
808 Kansas Avenue

Frost's Home Bakery....

Our bread is made by hand as mother makes it. Try a loaf and you will find it is the best.

511 Collins Street
Chicago phone 1036

Candy

Special for Wednesday.

Peanut Butter Blossoms, 19c lb.

Molasses Kisses, 15c lb.

Assorted Chocolates, 25c lb.

Chocolate Bon Bons, lb. box 25c.

Try our Sodas and Frappes. Best in the City.

Tobias
728 Market St.

Childs' & Co.,
CAMDEN STORES

FOURTH AND CHRISTY STS.	SEVENTH AND FURNACE STS.
FIFTH AND PINE STS.	SEVENTH AND PINE STS.
THIRD AND WASHINGTON STS.	SEVENTH AND WALNUT STS.
SIXTH AND TINE STS.	SEVENTH AND WALNUT STS.
FIFTH AND OYSTER AVE.	SEVENTH AND WALNUT STS.

THE HABIT OF PROFIT ANALYSIS



SHOULD you be able to accomplish "one hundred per cent. more profit" this year on every article you sell you would not mind so much the increased rent and your clerks would probably find some of your added prosperity coming to them in the form of salary advances. Only occasionally does the chance come to improve your profits on any staple seller one hundred per cent. or even half that much. And so when the salesman walks in and says he can show you how to do it you give him scant attention and nine times out of ten turn him down. The effect of this is to lead him, if he be a good judge of human nature and also a good salesman, to talk of other points of merit in what he has to offer you and leave the "dealer's profit" feature altogether out of his selling argument, or if he mentions it to touch upon it only casually.

But after all, "profit" is what you are in business for and more consideration of the profit possibilities of each item you sell will pay you for all the trouble and time you give to acquire the habit of profit analysis.

Here is an example. A specialty salesman representing Swift & Company comes into your store to sell you Swift's Pride Cleanser. He *should* tell you that he can increase your cleanser profits one hundred per cent., but if he did you would at once undervalue the absolute and demonstrable superior merit of the product. Therefore he tells you at the start that Swift's Pride Cleanser is packed fifty cans to the case and costs the retailer always \$3.00 per case, never more and never less. It retails for ten cents per can. He then tells you that it is advertised nationally in magazines of wide circulation and locally in street cars, on painted boards, by posting on bill boards, by newspaper display and by small sample cans and booklets distributed from door to door. He may also be able to tell you that in your particular territory free distribution of coupons redeemable by the retail dealer are being put out. In addition to the foregoing, if you give him time, he will explain to you that Swift's Pride Cleanser has only one national competitor, that the five cent

cleansers are not to be classed with the two national ten cent cleansers either in quality and consequent efficiency or in local selling volume. He will prove his quality talk by stating a few simple facts about scientific cleanser manufacture after the natural feathery Nebraska Silica is obtained and he will close his selling argument by repeating what he said in the beginning, that Swift's Pride Cleanser is packed fifty cans to the case and always costs you \$3.00 per case, never more and never less. It retails for ten cents per can.

This puts the retail profit analysis up to you and if you have formed the habit of always figuring profit possibilities you at once say to yourself: This can be made to give me one hundred per cent. more profit on my cleanser business than I have heretofore enjoyed. Here is your mental arithmetic put into type:

Swift's Pride Cleanser, \$3.00 for 50 cans = cost .06 cents per can.

The other cleanser, \$3.40 for 48 cans = cost .071 cents per can. I sell regularly 3 cans of cleanser for 25 cents.

3 cans other cleanser sold for .25 cts.
cost .215 cts.

profit .035 cts.

3 cans Swift's Pride Cleanser sold for .25 cts.
cost .18 cts.

profit .07 cts.

Increased profit, 100 per cent.

On the single can sales at 10 cents the percentage of increased profit is less but still it amounts to a difference worth making.

Thus you have offered you a profit opportunity of one hundred per cent. increase on a product of standard manufacture with quality not excelled and with large national advertising permanently behind it. It is not a question of substitution which confronts you in any effort you make to earn this greater profit—at most the demand upon you would only be for your recommendation and "once used—permanently used" will be the record of Swift's Pride Cleanser with your customers.

Two other cleanser profit considerations confront you. Why should you handle five-cent cleansers and why should you encourage the sale of even a ten-cent cleanser of a cheap character weighing around 26 to 30 ounces per can? A can of powdered white stone, heavy in bulk, will last the housewife a long time and give her very little satisfaction in

use, and the fact that it carries a label denominating it a cleanser does not make it so. Your customers should use a cleanser of merit and efficiency and you should want them to have the satisfaction which comes from using the best thus bringing them to your store as frequently as possible to renew their supply and give you the "dealer's profit" on Swift's Pride Cleanser.

Sell advertised goods. Swift & Co. are

spending many thousands of dollars every year to make their trade-marks and their goods familiar to every consumer. This general demand is being created to make it easy for the retailer to sell these goods. A simple—but effective way—of doing this is to use the cuts of Swift & Co.'s products in your local advertising. This alone is a constant reminder, and will bring results. They are furnished without charge.

Swift's Pride Cleanser

Greatest Aid to the Housewife since Brooms were Invented

Cleans

Marble
Statuary
Bath Tubs
Oil Cloth
Kitchen Sinks
Refrigerators
Painted Surfaces

Scours

Pots
Pans
Kettles
Crockery
Linoleum
Tinware
Aluminum Ware

at All Dealers

10¢

Scrubs

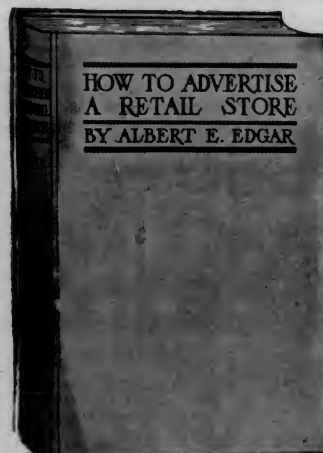
Tile
Floors
Stone Steps
Mosaic
Woodwork
Base-boards

Polishes

Windows
Chinaware
Nickelware
Bath Room Fixtures
Glassware
All Metals

HOW TO ADVERTISE A RETAIL STORE

By A. E. EDGAR



This book is written by a merchant-advertising man who sells goods from his own store and knows how to sell them. Mr. Edgar is also a frequent contributor to BRAINS and other business periodicals. There are more than 600 illustrations of newspaper ads photographically reproduced from the originals. There are 20 pages of practical, helpful hints on how to lay out advertising copy, also more than 250 selling helps and schemes to attract trade.

Teaches

How to lay out advertising copy,
How much space to use,
How to design an attractive space-saving name-plate,
What a headline should accomplish,
How to get and use proper illustrations,
How to write your advertising introductory,
How to describe an article so as to make sales,
What style and method of pricing you need,
The preparation of effective, free advertising,
How to find and properly use selling points,
The making of store papers, booklets, leaflets, folders, advertising letters, and mailing cards,
The organization of a follow-up system,
The uses of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,
Proper methods of window advertising,
Correct outdoor advertising,
Spring, fall and other openings advertising,
Two hundred fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,
The sensible advertising of special sales and clearance sales,
The uses of leaders and bargains,
Many novel sales plans,
The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,
Mail-order advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,
How to read proof and technical terms.

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

More than 500 Pages, Handsomely bound
Sold for \$3.50 per copy, postpaid

BRAINS PUBLISHING CO.
310 BROADWAY :: :: NEW YORK

Put the Modern Advertising Plant in Your Office

Use It to Bring Your Wares to the
Personal Attention of Your Customers
By Means of Personal Letters



The **OLIVER**
Typewriter

*The Standard
Visible Writer*

Will Pay for Itself Quickly in New Business It Will Bring You, and You Have the Convenience and Pleasure of Its Use Besides

Let us tell you about this personal letter advertising.
Let us show you the Oliver.
You can easily use it yourself.

THE OLIVER TYPEWRITER COMPANY

310 BROADWAY, NEW YORK

**END OF
TITLE**